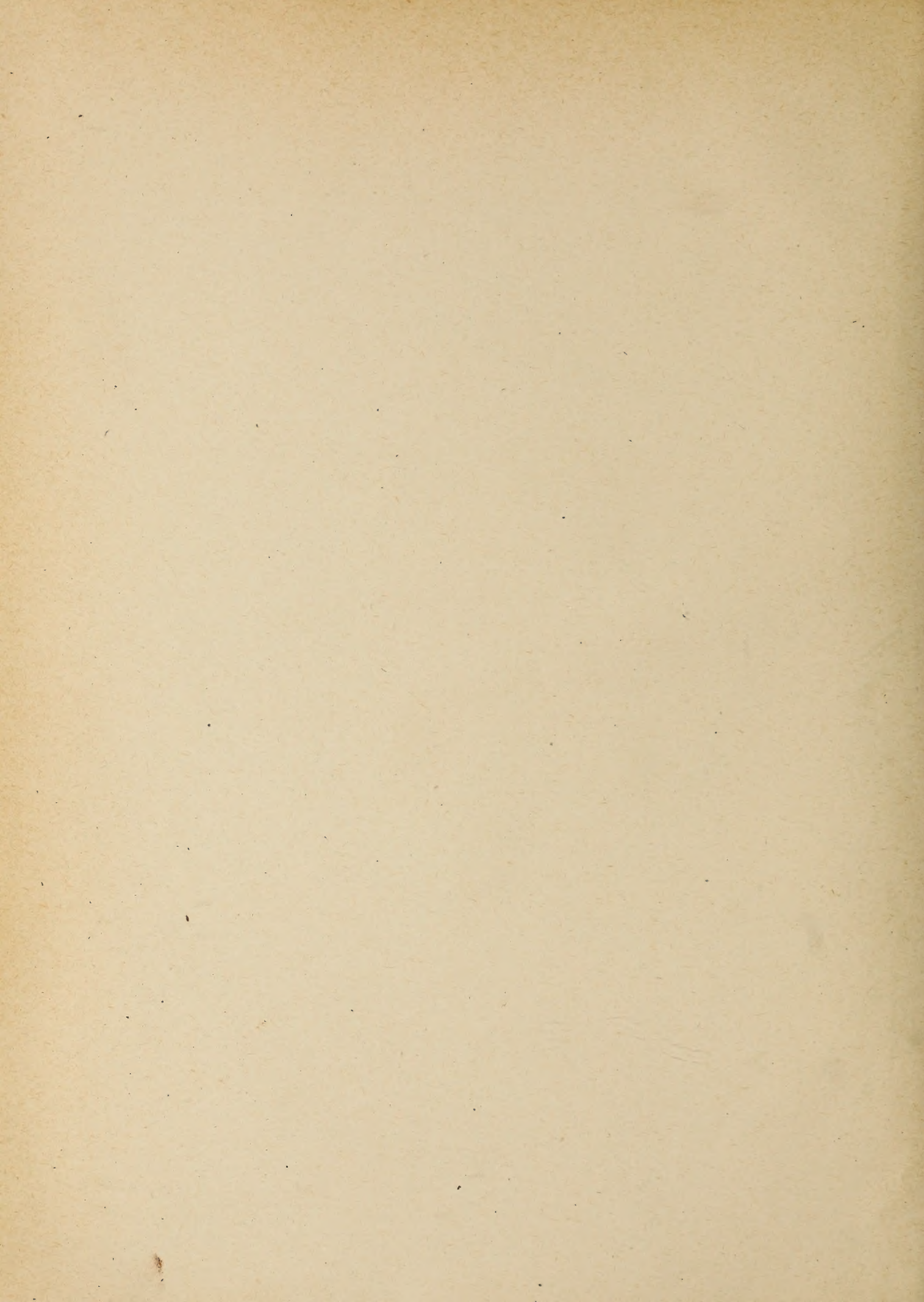







Library
of the
University of Toronto





Digitized by the Internet Archive
in 2012 with funding from
University of Toronto

<http://archive.org/details/stationeryoffice1915toro>

BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty years the recognized authority for those interests.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 143-153 University Ave. WINNIPEG, 34 Royal Bank Bldg. LONDON, ENG., 88 Fleet St., E.C.

VOL. XXXI.

PUBLICATION OFFICE: TORONTO, JANUARY, 1915

No. 1



Ready to Write



Ready to Fill



Ready to Write



Sectional View

Quality First

In selecting a line of fountain pens quality should be considered first—

SANFORD & BENNETT Fountain Pens

are *first quality* and in addition have many patented features not possessed by other fountain pens. The *popular price* adds another reason why S & B Pens easily become the most profitable line in the store of any enterprising dealer.

Make up your mind to investigate this superior line of fountain pens and send for price list and discounts to-day.

Sanford & Bennett Co., 51-53 Maiden Lane, New York



MAY every Canadian bookseller and stationer enjoy a year surpassing in health and prosperity all that have gone before. Accept our sincerest thanks for past favors and the assurance of our endeavor to deserve their continuance.



WARWICK BROS. & RUTTER

LIMITED

TORONTO

1915 GREETINGS

From the Canadian Branch of the OXFORD UNIVERSITY PRESS

¶ In time of war we have made preparations for Peace.

¶ Since making the announcement of important developments in the Canadian publishing end of our business, we have received many letters of congratulation and good wishes. On behalf of Mr. Bell and Mr. Henry, we thank you sincerely for this expression of your good-will.

¶ We shall specialize—confining our publishing efforts as nearly as may be to authors of recognized merit.

¶ On January 30th we will put on the market “THE MAN OF IRON,” by Richard Dehan, a tale of the period of 1870, the central figure Bismarck. Readers of *The Dop Doctor* will find revived in reading this strong novel the enthusiasm which made Dean’s first book the most outstanding success of the past five years.

¶ We will issue immediately the last three novels of Stephen Leacock. We have also contracted for the future books by this author, whose popularity rests on a sure foundation and increases yearly. Uniform sets in various styles in “Oxford” binding will feature this Christmas’ sales.

¶ The author of “THE ROCKS OF VALPRE” and “THE WAY OF AN EAGLE,” enjoys a well-earned vogue. Ethel M. Dell’s new volume, “THE KEEPER OF THE DOOR,” will be published by us in April.

¶ Mr. John Lane has entrusted to us the Canadian rights for all future novels by W. J. LOCKE. Detailed announcement covering the 1915 volume will be made later.

¶ Oxford Bibles, Testaments, Prayer and Hymns, Indian Paper Sets, Oxford Parts in new styles, the World’s Classics on thin paper in cloth and leather bindings, the world-famous Oxford War Pamphlets, all will be fully represented in our Spring journeys.

¶ The unrivalled Oxford line of Juvenile and Picture Books will be a feature this Spring, while a carefully selected range of beautiful gift books will complete a display which for popular sale will be found unique in the annals of Canadian effort.

¶ Later announcement of the probable date of our traveller’s visit will be made.

S. B. GUNDY

-

-

TORONTO

Publisher in Canada for Humphrey Milford

STATIONERY AND OFFICE SUPPLIES

We aim to have the
most complete stock
in the Dominion.

Steel Pens
Pen Holders
Pencils
Rubber Bands
Inkstands
Ink, Mucilage
Cash Boxes
Letter Scales
Sealing Wax
Letter Presses
Fountain Pens
Paper Fasteners
Office Files, etc.

Everything required
for Office, Bank
or Home.

ACCOUNT BOOKS

We manufacture every size and description. Large stock or special patterns made to order.

Ledgers
Journals
Cash Books
Day Books
Column Books
Balance Books
Invoice Books
Copying Books
Scrap Books
Company Books
Dockets, etc.

OUR SPECIALTY:
MEMORANDUM
and
PRICE BOOKS

**LOOSE-LEAF
BOOKS**
A SPECIALTY



LEATHER GOODS Department

Latest Styles and Designs.
Ladies' Bags, Portfolios,
Wallets, Letter and Card Cases.
Pocket Books and Bankers' Cases, etc.

DIARIES Office and Pocket

Published for Half a Century. Every
description, 250 varieties.

PAPER Department

WRITING, BOND,
LEDGER PAPERS,
COVER PAPERS,
TYPEWRITER PAPERS,
BLOTTING PAPERS,
CARD and CARDBOARD, etc.

See our new Sample Book. Nothing
to excell.



JUST TRANSLATED FROM THE GERMAN

Britain as Germany's Vassal

BY GENERAL VON BERNHARDI

This is probably the most revealing book yet published on the War. It is the popular book, issued 12 months after "Germany and the Next War," in which General Von Bernhardi sets forth the German view of her future—and Britain's—for the enlightenment of the German people—It is now translated for the first time.

It plainly says that Britain's mission is ended; that Britain and France are decadent powers; that Germany must be the world power of the future. It gives Great Britain the choice of being Germany's ally or Germany's vassal.

This book is now commanding a sale which makes it imperative, on the part of every bookseller, to keep a good stock on hand.

A New Book by Nat Gould

A GAMBLE FOR LOVE - - - - \$1.25 Retail

Another good seller at the same price is

THE GREATER LAW - - - - By Victoria Cross

Daily Telegraph War Maps

Nos. 1, 2, 3, 4.

Also Strand War Maps, paper and linen.

East Agents for the well-known Toronto Weekly

JACK CANUCK

Fully returnable. Posters with every order.

Exceptional Bargains During January

In 10c., 15c., and 25c. Paper and Cloth Bound Novels.

These must be cleared out—we need space for new lines.

WRITE FOR PARTICULARS

IMPERIAL NEWS COMPANY, LIMITED

MONTREAL

254 Lagauchetiere West

TORONTO

93½ Church Street

WINNIPEG

376 Donald Street

THE Famous DIAMOND Series

All British Manufacture

Christmas Cards, Tags, Seals, Post Cards, Card Boards, Ball Programmes, Menus, Wedding Cards, Fancy Folders for Christmas Card Manufacturers, Job Printers, Embossers and Engravers. Ask for our gold and colored bordered, single and double cards.

Our Canadian Series

Including Patriotic designs—is now just about up to the perfection mark. The range is greater than last year. We have increased the number of views for our local View Booklets for all the important towns in Canada.

Our steel die cards include coats-of-arms cards, emblematic designs as well as an extensive series of new embossed designs, all hand work.

Popular Prices are a Feature

Don't buy American die-stamped cards until you see ours, and you will admit our superiority—and better price.

Patriotic designs in Christmas Cards, Menus,
Post Cards and Printers' Blanks

Remember the Trade-Mark Diamond  Series

For 25 years an all British firm—all British capital—all British labor.

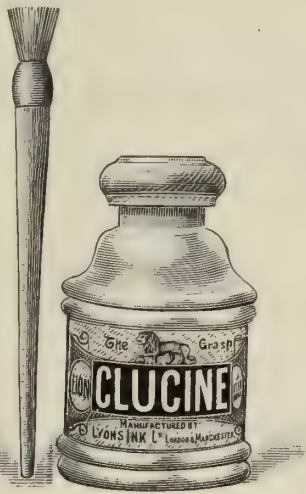
Sole Canadian Agents:

MENZIES & COMPANY, LIMITED

439 King St. W., 1 Door West of Spadina, Toronto

There is no War in England

(So far as the manufacturers are concerned)



GLUCINE IS GOOD STUFF

The most satisfactory adhesive
ever invented.

Always ready for use.

Always clean—never dries up.

Not affected by climate.

Retails 2½ oz., 10 cents; 5 oz. with cap
and brush, 25 cents; 10 oz. with cap
and brush, 50 cents; 30 oz. for
re-filling, 90 cents.

**Order your spring stock
now at former prices.**

There is 100% profit for the Dealer who
orders in gross lots.

Our good old friends, Lyons Ink Ltd., of Manchester, follow the best traditions of the British merchant manufacturer.

Business isn't as usual with them for the reason that the price of all raw materials that enter into the manufacture of their lines is greatly advanced.

Their price to the trade remains the same, and will only go up when raw material soars so high that no margin will be left for paying wages.

We can fill a limited number of orders for GLUCINE from stock now on hand at old rates for

Spring Delivery

LYONS BANK WAX—Prices on this and all other brands of wax confirmed up to Feb. 1st.

LYONS INK—Writing, copying, scarlet and fountain pen ink. No increase anticipated.

Sole Canadian Agents for Lyons Ink Ltd., Manchester

MENZIES & COMPANY, LIMITED

439 King St. W. - Toronto

English and French Toys We Are Able to Supply

Reins	\$1.10, 2.10, 4.40, 5.85	per dozen.	Teddy Bears	\$2.20, 3.90, 5.10, 5.90, 8.80, 10.20, 13.20	per dozen
Soldier's Sets	\$2.10, 3.30, 4.40, 6.55, 8.80	"	St. Bernard Puppy	\$3.90, 5.10, 7.30, 8.80	"
Scout Sets	\$2.10, 3.30, 4.40	"	Collie Pups	\$5.10, 8.00, 10.90, 14.65	"
Conductor's Sets	\$1.10, 2.10, 4.40	"	Wood Hoops	\$0.20, 0.35, 0.40, 0.50, 0.70, 1.00, 1.10, 1.50	"
Railway Sets	\$1.10, 2.10	"	Wood Hoop Sticks	\$1.00, 1.95	per gross
Cubes	\$1.35, 2.55, 3.30	"	Iron Hoops	\$0.70, 1.00, 1.10, 1.70	per dozen
Puzzles	\$1.10, 2.10, 3.30, 4.40	"	Iron Hoop Skids	\$1.00, 1.95	per gross
Drawing Slates	\$0.40, 0.55, 0.75, 1.10, 2.10	"	Khaki Territorial Caps	\$2.10	per dozen
Boxed Games (a large assortment)	\$1.10, 2.10	"	Grey Territorial Caps	\$2.10	"
Board Games (a large assortment)	\$1.10, 2.10	"	Latest Game, "Down with the Kaiser"	\$2.10	"
Beech Horses, \$0.70, 1.10, 2.10, 2.95, 3.90, 5.10, 6.60, 8.80, 10.90, 13.20		"	Latest Game, "Strand War Game"	\$2.10	"
Drums \$0.75, 1.25, 2.25, 3.30, 6.55, 10.20, 13.20		"	Spring Cannon	\$0.35	"
Card Tools	\$0.80, 1.10, 2.10	"	Siege Guns	\$1.05, 2.10	"
Box Tools	\$2.20, 3.05, 4.50, 5.50, 8.00, 9.50	"	I. R. Balls, all sizes and prices.		"
Fret Work Sets	\$4.40, 5.50, 6.55, 8.00, 11.80	"	Pastry Board and Rolling Pin	\$1.25	"
Felt Animals	\$1.10, 2.10, 3.30, 4.40	"	Children's Sets of 8 Iron Animals on Card	\$1.25	"
Nursery Balls	\$1.10, 2.10	"	Children's Little Workman Set	\$1.25	"
Skip Ropes	\$0.75, 1.15, 1.85, 2.20, 3.30	"	Children's Little Housewife Set	\$1.25	"
Helmets	\$1.10, 2.10	"	Erectit Metal Building Toy	\$2.20, 5.50, 11.80	"
A. B. C. Blocks	\$1.10, 1.25, 2.25, 3.30, 4.45	"	Kleptico	\$2.20, 5.10	"
Tambourines	\$1.10, 2.10, 3.30	"	Primus Engineering Outfit	\$1.10, 1.90, 3.70	each
Metal Kitchen Sets	\$1.25, 2.45	"	Wood Dresser	\$1.85	each
Signals	\$1.25, 2.00, 2.95	"	Wood Dresser	\$5.10	per dozen
Cranes	\$2.45, 5.95	"	Wood Dressing Table	\$1.85	each
Meccano	\$0.60, 1.00, 1.95, 2.95, 4.90	each	W. Wood Duck	\$1.00	per dozen
I. R. Figures	\$1.25	per dozen	" Elephant	\$2.10	"
Wood Barrows	\$2.10, 3.30, 4.40, 8.80, 10.90, 14.65	"	" Scout Boy	\$3.90	"
Wood Dust Carts	\$3.05, 4.00, 5.95, 6.60, 8.80, 10.90	"	Model Painted Wood French Soldiers	\$5.10	"
Swings	\$6.60, 10.20	"	Model Painted Wood British Soldiers	\$5.10	"
Rocking Horses, Bicycle Horses, Stool Horses, Pole and Push Horses	(List on application)				
Wood Building Toys, to make Engines, Motors, Signals, etc.	\$2.20, 4.40	per dozen			
Metal Building Toys, to make Cranes, Bridges, Signals	\$2.20, 4.85	"			
Paints	\$1.25, 2.10, 2.20, 3.05, 4.00, 5.10	"			
Money Boxes	\$1.25	"			
Money Boxes (Tin) Post Office	\$0.10, 0.20	"			
Toy Bells	\$0.40, 0.50, 0.55, 0.65, 0.75, 0.85, 1.00	per gross			
Harmless Pistols	\$1.25, 2.20, 4.40	per dozen			
Harmless Gun Sets	\$6.60, 10.20	"			
Water Pistols	\$1.25, 2.20	"			
Draughtsmen	\$0.65, 0.85, 1.25, 2.20, 2.95, 3.90	"			
Draught Boards	\$0.65, 0.75, 1.25, 2.20, 5.10, 7.30, 8.80	"			
Dominoes (Ebonite)	\$8.05, 8.80	"			
Cribbage Boards	\$0.75, 1.25, 2.20	"			
Wool Rattles	\$0.85, 1.25, 2.20, 3.30	"			
House-maid Sets	\$1.10, 2.10	"			
Forts, \$1.35, 2.30, 3.30, 5.10, 7.30, 10.20, 16.50	per dozen, up to \$4.85 each.				
Flying Machines	\$3.90, 7.30, 18.90	per dozen			
Scales	\$1.25	"			
Counting Frames	\$1.10, 2.10	"			
Xmas Stockings	\$0.20, 0.40, 0.55, 0.85, 1.25, 2.20	"			
Pets' Stores	\$1.25, 2.20	"			
Skacycles	\$3.90, 5.90, 6.90, 8.00, 10.20, 11.80	"			
Skacycles with Aluminum wheels	\$2.10	each			
Footballs					
Boxing Gloves					
Punching Balls					
Badminton Sets					

FLAGS OF ALL NATIONS

Shields to take 3 Flags	\$1.95	per dozen
Shields to take 5 Flags	\$2.95	"

ENGLISH MADE PLUSH TOYS

Plush Animals on Coaster Wheels.		
No. 0	\$10.20	per dozen
No. 1	\$14.65	"
No. 2	\$18.90	"
Plush Animals on Coaster Wheels.		
No. 2	\$4.50	"
No. 3	\$5.70	"
No. 4	\$8.80	"
No. 5	\$12.35	"
Plush Animals on Tricycles.		
No. 1	\$6.55	"
Plush Animals on the "Cam Wheels"		
No. 2	\$8.80	"
English made Plush Teddy Bears.		
No. 0	\$2.20	"
No. 1	\$3.30	"
No. 2	\$4.40	"
No. 3	\$5.50	"
No. 4	\$8.00	"
No. 5	\$10.90	"
No. 6	\$16.75	"
No. 7	\$23.30	"
No. 8	\$34.90	"
English made Plush Animals		
No. 0	\$1.35	"
No. 1	\$2.20	"
No. 2	\$3.30	"
No. 3	\$4.40	"
No. 4	\$5.50	"

With order please send business card and references.

FAUDELS LIMITED, 36-40 Newgate St., London, England

TWO LEADERS

SHAMROCK Lead Pencils

The Best Value Five Cent Pencil
on the Market

Hexagon—Green Polished—Gilt Ferrule
with Green Rubber. Stocked in HB,
H and BB Degrees. Packed $\frac{1}{2}$ Gross
to Box.

KEYSTONE Lead Pencils

An Excellent Ten Cent, High Grade
Pencil of Guaranteed Quality

Hexagon—Green Polished—Boxed in
Dozens. Stocked in following Degrees:
HB, F, H, 2H, 3H, 4H, 6H, B, 2B, 3B.

Include some of these with your next order.

SAMPLES ON APPLICATION.

SMITH, DAVIDSON & WRIGHT
LIMITED

Wholesale Stationers and Paper Dealers
VANCOUVER, B.C.

Esterbrook Pens

250
styles



Ask
your
stationer

Esterbrook's
Relief No. 314

is an extraordinary pen that adjusts itself to any desired slant and writes smoother than the old goose quill. Made of special alloyed metal—won't corrode—and finished like a gold pen.

SEND 10c. for useful metal box containing 12 of our most popular pens, including the famous Falcon 048.
Write for illustrated booklet.

Esterbrook Pen Mfg. Co.

New York CAMDEN, N.J.
BROWN BROS. LIMITED, Canadian Agents, Toronto



Every distinctive feature
that is possible in writing
paper is reflected in

*Crane's
Linen
Lawn*

Eaton, Crane & Pike Co.
Pittsfield, Massachusetts

START SOMETHING

WITH YOUR VALENTINE, EASTER AND
ST. PATRICK'S DISPLAY.

Folks are itching to spend when a
good excuse offers.

Our assortments, \$15.00, \$25.00 and
\$50.00, were a great success last year
—what shall we send you?

We are getting many repeats for our
\$10.00 *Patriotic Assortment*. Patri-
otic Post Cards, Hangers, Buttons
and Flags.

Remember the Boys in Camp have
friends who wish to send patriotic
remembrances occasionally.

MENZIES & COMPANY, Ltd.

439 KING STREET WEST, TORONTO

"WE CARRY THE LARGEST STOCK OF BRITISH
BLOTTING IN CANADA"

1915

The Copp, Clark Co., Limited, wish to express appreciation to the booksellers of Canada for the many courtesies extended by the trade in the past year. Our travelers will soon be on the road with many new publications of merit that will strongly appeal to the trade for the ensuing year.

T. C. AND E. C. JACKS' PUBLICATIONS

Most creditable books in color. Books that will appeal to lovers of the beautiful—Stories We Love Series, In Days of Old Series, Romance of Reality Series, including "The Aeroplane," "The Man of War," etc. Masterpieces in color, including entirely new titles.

BLACKIE & SONS

Splendid Juveniles, Brereton, Henty, etc.

LEOPOLD B. HILL'S

Dainty Gift Books.

DEAN'S RAG TOY BOOKS

WORKS OF HENRY VANDYKE

Cloth and leather.

REILLY & BRITTON

The famous OZ Books by Frank Baum, The Boys' Big Game Series, The Boy Scouts of the Air Series, Aunt Jane's Nieces' Series, The Camp Fire Girls Series, and many others of merit.

BERNARD SHAW'S PLAYS AND BOOKS

JOHN C. WINSTON CO.'S

International Bibles, general publications and new lines to be announced later.

RICHARD G. BADGER

"The Gorham Press" Publications.

HENRY ALTEMUS BOOKS

Young People's Library, Vade Mecum Series and many new books.

SIX IMPORTANT WAR BOOKS

FOR IMMEDIATE SELLING

<p>WITH THE ALLIES By Richard Harding Davis. Cloth - - - \$1.00 Graphic descriptions by an eye witness, bombardment of Rheims, the burning of Louvain, and other outstanding events.</p>	<p>A PRIMER OF THE WAR Paper - - - 25c. A vital book. The author is a member of the faculty and a trustee of the University of Pennsylvania.</p>	<p>THE WAR, 1914 By Elizabeth O'Neill. Cloth, - - - 50c. An ideal War Book for Boys and Girls.</p>
<p>WAR AND CULTURE By Professor Powys. Cloth, 60c. Paper, 25c. A reply to Munsterberg.</p>	<p>PARIS WAR DAYS By Charles Inman Bernard. Cloth, - - - \$2.00 War Time Diary of an American during the present war.</p>	<p>PAN-GERMANISM By Professor Usher. Paper, - - - 75c. A New and Cheaper Edition.</p>



Put Your Best Foot Forward to make 1915 Your Biggest Year

Looking Forward—

May 1915 be the year of your Greatest progress. This is a testing time that is showing who are merchants worthy of the name, and with the success the men in charge of our fancy stationery and holiday goods department have had in preparing for this year, there is not a dealer who cannot touch high water mark in his 1915 business with these lines, by taking full advantage of the co-operation of the Copp, Clark Co.

This foreword embraces the whole year. Valentines will soon be brought to the fore. If you're not fully prepared appeal to us. We will equip you to capture the trade and so with St. Patrick's and Easter lines, year-round sellers, then Thanksgiving, Hallowe'en and finally the Christmas and New Year's goods.

Those who are combatting the tendency to business depression by additional vigor in their sales methods are really finding business as usual—even better than usual.

NOW LET'S TALK SHOP—

Here is a brief survey of the whole line, showing you the way to prepare for accomplishing the end of making 1915 the biggest year in your business.

SEASON LINES:

Valentine, St. Patrick, Easter, Thanksgiving and Hallowe'en post cards, folders and novelties this year show distinctive originality, and will enable dealers to strike a new note in their displays. In each of these lines the variety is extensive, including the pick of the products of leading British and American makers. The same applies to Birthday Cards and cards for general year-round selling.

PICTURES:

The range of pictures will again be an extensive one and we wish to direct special attention to framed and unframed pictures for popular selling at 15c to 50c each.

POST CARDS:

This year's postcards will appeal to you strongly—good, attractive designs of just the nature to appeal to Canadian tastes—postcards to sell at from 10c a dozen to 5c each.

MISCELLANEOUS:

Loose Leaf Albums, Tally Cards, Fancy Stationery, including gift papeteries, to retail at 25c to \$5.00 each, constituting the holiday line de luxe. Plasticine and many other novelties make up an unusual collection of good-selling items.

CHRISTMAS CARDS:

The Patrician, Aristocratic, Matchless, Ideal and Imperial series have all made a reputation in the trade that will be more than upheld this year. The Patrician series contains high-class cards appealing to the most discriminating tastes. The Aristocratic series is popular, especially for its juvenile designs. The Matchless contains an attractive variety of celluloid designs for which there is a scarcity on the market this year. The Ideal series comprises ready-selling items to sell at 2 for 5c, while the Imperial series is a special line of celluloid embossed cards, most of them individually boxed.

Special local view Christmas cards provide for minimum quantity orders, placing this proposition within the reach of all dealers.

Our travelers will show you all these lines, together with the Steel die embossed and hand-colored cards published by the National Art Publishing Company, of Elmira, N.Y., for which we are sole Canadian selling agents.

CALENDARS:

Most remarkable values at popular prices will be found in our collection of calendars for 1916. Our travelers are going out to you full of enthusiasm about this fine line and you will enthuse about them, too, when you see the goods.

DECORATIONS AND ACCESSORIES:

Christmas snow, tinsel, Christmas tree ornaments, holly sprays and wreaths, holly wrapping paper, gold and silver cord, red and green ribbonzene, holly boxes, Christmas seals, tags and enclosure cards—in short, a complete stock of holiday trade essentials.



THE COPP, CLARK CO., LIMITED.

TORONTO.





C.C. WASHABLE BLANK BOOKS

A Departure in Style, Colour and Binding
that should revolutionize the selling of
Moderate-Priced Blank Books.



The **C.C. Washable** is made in all thicknesses from 200 to 1000 pages—with unit ruling—is handsomely bound in red, with silver titling and tooling. The material used in the binding is technically known as “Arabian leather,” a tough, strong, Washable fabric, that will outwear ordinary leather, and retain its fresh, clean appearance much longer. It is the Blank Book the trade as well as the consumer has been waiting for.

PRICE PER BOOK

	Pages			Pages	
Long Day Books	200	\$.57 each	Ledgers with Index	200	\$.59 each
	300	.72 “		300	.74 “
Journals	400	.88 “		400	.90 “
Cash Books	500	1.04 “		500	1.06 “
Minute or	600	1.20 “		600	1.22 “
Record Books	800	1.52 “		800	1.54 “
	1000	1.84 “		1000	1.86 “

Mail orders promptly attended to.

“Everything in Stationery”

THE COPP, CLARK CO., LIMITED, 495-517 WELLINGTON STREET WEST
TORONTO, CAN.

War Books You Can Sell

NAVY AND ARMY

Illustrated.

Volume 1, cloth, 6s. net.

Contains Nos. 1 to 10, comprising an unparalleled selection of photographs and illustrations of Warships, Regiments, and views showing the War's Progress.

THE WAR OF THE NATIONS

By Wm. Le Queux.

Vol. 1 contains Nos. 1 to 12 of this splendid publication. Profusely illustrated. Bound in cloth.

T. S. SINNOTT

93½ Church Street - TORONTO
Canadian Representative
GEORGE NEWNES LIMITED, London

WAR BOOKS FOR BOYS

The Boys' Illustrated Book of the War

50 splendid large illustrations. Tells what the War is about—How the Army Fights—About the Navy and Its Work—About War in the Air, Big Guns and the Torpedo Terror. Crown 4to, cloth ...3s. 6d.

Heroes All—Gallant Deeds of the War

By Edgar Wallace.

Stories of Heroic and Thrilling Deeds on Land, Sea and in the Air. 256 pages. Large crown, cloth.

T. S. SINNOTT

93½ Church Street - TORONTO
Canadian Representative
GEORGE NEWNES LIMITED, London

RALLY OF THE EMPIRE

Cloth, 2s. 6d.

A fine volume, sure of a big sale. Descriptions by capable writers of the Fighting Forces of India, Canada, Australia, South Africa, and other parts of the Empire. Profusely illustrated.

BRITAIN'S GREAT MEN

Vivid Life Stories of Kitchener, French, Roberts and others. Photographs and illustrations of great events.

T. S. SINNOTT

93½ Church Street - TORONTO
Canadian Representative
GEORGE NEWNES LIMITED, London

International Reference Atlas of the World

120 Modern and Authentic Maps in colours on paper specially made. General Index, containing nearly 25,000 Names of Places with Latitudes and Longitudes.

Absolutely up to date. Strongly bound in Cloth. Demy folio.

T. S. SINNOTT

93½ Church Street - TORONTO
Canadian Representative
GEORGE NEWNES LIMITED, London

The War and the Bookseller

The interest created by the great conflict in Europe has occasioned almost unprecedented activity in the book world, and the retail bookseller has the chance of his lifetime to develop healthy and permanent business. Interest a man in books by reason of his concern about the war and you will foster in him a love for books in general. Once a book-lover he will become a book-buyer.

Push meritorious war books to the utmost. Not only will this bring immediate profits, but it will develop sales of other books.

IT IS UP TO THE BOOKSELLER

THE STRAND WAR GAME

Most fascinating, full of excitement and amusement. Everybody will want to play it. Will appeal strongly to adults, as well as boys and girls.

Feature it and Make Big Money.

T. S. SINNOTT

93½ Church Street - TORONTO
Canadian Representative
GEORGE NEWNES LIMITED, London

The Great Conflict

has created, on the part of business men and investors, a demand for accurate information on business and financial conditions.

Why Not Profit

by filling their demands with Canada's Leading Financial Journal? Write for a sample copy, display cards, and dealers' terms.

THE FINANCIAL POST

143-153 University Ave., Toronto

PUBLISHERS

Should Take Advantage of this Method of Advertising WAR BOOKS

STANDARD HISTORY OF THE WAR

Comprising Official Despatches from General French and Staff. No. 1 up to the Battle of the Aisne. 1s. net.

WAR TIME STORIES OF PRIVATE TOMMY ATKINS

A selection of the Best Things in Personal Letters from the Front. Stirring Tales of Great Deeds. Cloth, 1s. net.

GERMANY'S CASE TRIED IN COURT

America's View, by Hon. James Beck, noted American Advocate. Germany's Responsibility Clearly Defined.

T. S. SINNOTT

93½ Church Street - TORONTO
Canadian Representative
GEORGE NEWNES LIMITED, London

Britain's Case Against Germany

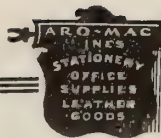
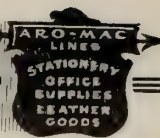
By RAMSAY MUIR

Professor of History, University of Manchester.

Canadian Price, Cloth, 75c Net; Paper, 60c Net.

The book is a short, clear, and popular exposition of:—(1) The events which led up to the war, and the way in which Germany has conducted the war. (2) The noxious and dangerous political theories by which Germany has been hypnotized; these are not only analyzed but answered. (3) The History of Modern Germany, showing how these ideas and policies came to win their ascendancy. (4) The German constitution. (5) The threatening and aggressive policy by which Germany has aimed at world-wide dominion during the last twenty-five years. (6) The steps which have been taken towards diminishing war by all the civilized nations except Germany, which is consistently opposed these attempts.

LONGMANS, GREEN & CO., Publishers, NEW YORK


A. R. MacDOUGALL & CO.
"SELLING DIRECT FROM FACTORIES"


More Money-Making Lines For Stationers

Several important new propositions we have for the trade this year include :

The Eaton Dikeman Company's Blotting Papers.

Of maximum quality and highest degree of value.

The Ballou Pencil Sharpener

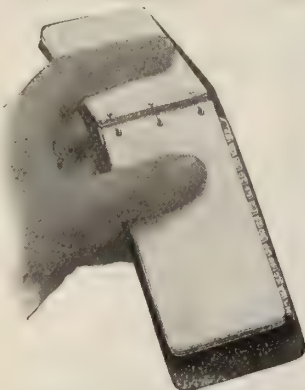
The acme of efficiency.

The Stewart Pencil Sharpener

A veritable little wonder at \$3 Retail.

The Spear Manufacturing Company's Pin Tickets

More for your money and bigger profit.



Simply Bend Back to Open

These **TRIPLE RING** Books are the last word in **Loose Leaf Memos, Price Books and Diaries**. They are the thinnest made for the capacity. Buy a \$20 assortment and get a **Graduated Display Case Free**. The "K" Line of these books, with their covers of one solid piece of flexible leather and metal parts guaranteed (barring abuse) to last as long as the cover; will outwear any other line, and are the cheapest high-grade, leather-covered loose-leaf books made.



Erie Art Metal Baskets and Trays are lines for enterprising dealers to push. Get complete facts about this line, because it will increase your profits. Write us **to-day** for new catalogue.



HERE ARE CRAYONS

which, together with the popular **Crest Light Artists' Crayons** afford the best possible proposition for the retailing of Crayons for school and all other uses.

The line comprises crayons for use on canvas and on wood, as well as on paper—all of proved superiority based on actual use by men who know.

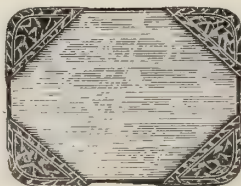
FLEXIBLE DESK PADS

In Brown and Green Suede. Here's a line to strongly feature. They sell on sight, with a good margin of profit. This is a good time to push their sale.

All Smigel Desk Pads are of good materials, made by good workmen.

THE BEST OF VALUE

I. SMIGEL, Manufacturer, New York



BEST IN THE TRADE

Holman Albums for Photographs Touch the Highest Point of Merit in **EVERY** particular.

If you haven't the catalogue handy, send for another. But see to it that you keep this line in stock continually, because they sell the year round.

A. R. MacDOUGALL & CO., 266 KING ST. WEST, TORONTO, ONT.

CANADIAN REPRESENTATIVES

We're at it again

"Stronger than ever" is a good term for the 1915 collection

BIRN BROS.' 1915 ART PRODUCTIONS

ARE ENTIRELY AND ABSOLUTELY OF BRITISH MANUFACTURE

"Stronger than ever" applies to **Design, Finish and Value**. We have added to our Plant and another Factory is shortly to be opened near the Bunhill Row Headquarters in London, ensuring better service and better deliveries than ever.

VALENTINE ST. PATRICK EASTER

These lines are rich in postals, booklets, letters and novelties excelling past efforts in producing items that will quickly appeal to customers promoting fast selling and the value permits good retail pricing and liberal profits.

PATRIOTIC POSTALS AND PICTURES

Not only for Christmas trade but extensive showings for general selling, for Birthday, and all occasions. The patriotic feature will enormously promote sales of these various items which virtually cover year-round selling.

THE NEW DOMINION SERIES

Canadian Views and emblematic Designs of unusual attractiveness and originality have been worked out for the 1915 line surpassing all previous efforts. These cards, booklets, calendars and Christmas letters adequately express Canadian national sentiment and consequently cannot be excelled for popular selling.

OTHER GOOD FEATURES

Die-stamped productions in the novel Gem series, comprising Christmas, New Year and Birthday cards, clever original ideas in items to retail at five and ten cents—etched greetings, distinctive ideas for discerning tastes—slip-in cards, with cut-out and die-stamped designs and inserts with holders for local views—many others in such series as the Wallet, Across-the-Sea, Home Circle, Bon Ton, Bon Voyage and White Heather.—All 1915 goods will be of British manufacture.

ARO-MAC FOUNTAIN PENS

ARE MADE BY

MACNIVEN AND CAMERON and are backed by the long experience in pen making of that firm whose reputation is world wide for their famous Waverley Steel Pens—the slogan is familiar everywhere:—

**"They come as a boon and a blessing to men,
The Pickwick, The Owl and The Waverley Pen."**

The same thoroughly capable workmanship and the same adherence to the importance of quality material, distinguishes the **Aro-Mac Fountain Pens**, giving the most service obtainable at moderate prices:—

- No. 1. 14k. gold iridium point, retails for \$1.
- No. 2. The same, larger nib and barrel, \$1.50.
- No. 3. Still larger nib and barrel, \$2.00.

- No. 5. Vest pocket safety, No. 3 nib, \$2.00.
- No. 6. Self-filler, No. 2 nib, \$2.00.
- No. 8. Screw-propelling safety, No. 2 nib, \$2.50.

EVERY PEN GUARANTEED



THE "ARO-MAC" SERIES OF STEEL PENS

are high grade. They are made from Bessemer Steel and include all the popular Canadian patterns. A pen for every purpose. Samples sent to dealers on request.

A. R. MacDOUGALL & CO., 266 KING ST. WEST, TORONTO, ONT.

CANADIAN REPRESENTATIVES

ENTIRELY BRITISH

Charles Worcester & Co. of Bristol, England, have appointed The Imperial News Co., Limited, to be their Sole Representatives in Canada for their

HIGH-CLASS XMAS CARDS GREETING CARDS CALENDARS AND BLOTTERS

These goods are the **last word** in high-class productions and are **entirely British**—Capital, Brains, Labour and Materials.

They have a **Style** of their own.

A **Wide Range** of subjects.

Are **Right for Price**.

See the "**Worcester**" Series.

The full range will be shown by the representatives of the

IMPERIAL NEWS CO., LTD.

OR AT THEIR OFFICES

MONTREAL: 254 LaGauchetiere St.

TORONTO: 91 Church St.

WINNIPEG: 14-16 Princess St.

For Reaching The European Market

Canadian Manufacturers should advertise their productions in

Games and Toys THE LEADING TRADE JOURNAL

Circulates throughout the whole of Europe and the Colonies.

Subscription, 5/- per annum, post free.

Advertising rates on application.

Publishers:—

The International Trades Press LIMITED

Sicilian House, Southampton Row,
London, W.C.

LONDON NOVELTY COMPANY

128 Southwark Park Road LONDON, S.E., ENGLAND
Specialities, Musical Novelities, Cannon Targets and Model Cannon, etc.

POSTER STAMPS

The most convenient way of collecting poster art. We have a few copies of the "Poster Pack" containing many beautiful and rare specimens. 15 cents postpaid.

STANDARD PUBLICITY SERVICE

722 Perry Building PHILADELPHIA, PA.

WE MANUFACTURE

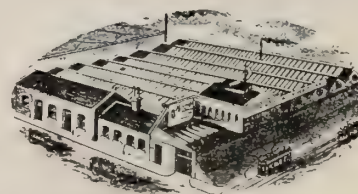
POST CARD ALBUMS and AUTOGRAPH BOOKS

WRITE FOR OUR ILLUSTRATED CATALOGUE
QUOTING PRICES DELIVERED DUTY PAID

DOW & LESTER

Foresters Hall Place, Clerkenwell Rd., London, E.C., Eng.

Established
1870



Established
1870

SUTTON WORKS, WALTHAMSTOW

CHRISTMAS CARDS

Entirely British-Made Celluloids

And Hand-Painted Parchments

Order from the Actual Manufacturers
through your English Agents.

T. J. WRIGHT & SONS, LIMITED

Blackhorse Lane Walthamstow London

THE CHILDREN'S STORY OF THE WAR

Recommended by the Minister of Education for use in the Public and Separate Schools of Ontario

Told for Young Readers by
SIR EDWARD PARROTT, M.A., LL.D.

Author of "Britain Overseas," "Pageant of English Literature," etc.

In Weekly Parts

Price Five Cents

UNIQUE AND FASCINATING

The Children's Story of the War is the only publication of the kind in existence, and it will be found to be as fascinating as it is educative. Each Part will consist of 16 pages, fully illustrated, and finely printed on good paper.

Order at once to avoid disappointment.

Parts 1 to 4 now ready

LIBERAL TRADE TERMS

THOMAS NELSON & SONS

Toronto

EDINBURGH

LONDON

NEW YORK

BOMBAY

WOOD PHOTO FRAMES

British made inlaid hard woods.
Our own designs. Superior
quality wood or cloth backs.

If you are coming to London this season
call at our Show Room or we will meet
you by appointment. If not, let us send
you a few samples. **SAY \$10 WORTH.**

Messrs. Edward Mortimer

Halifax, England

LONDON OFFICE: 34 PATERNOSTER ROW, E.C.

Elite British
Manufacture

All Kinds of
Paper Decorative Articles

FESTOONS **TABLE CENTRES**
XMAS CRACKERS, Etc., Etc.

A great variety of
TABLE DECORATIONS—
Candle Shades, Lamp Shades, etc., etc.

THIS SEASON: Specialties in Articles for
PATRIOTIC DEMONSTRATIONS—
Flags—Buntings—Buttons, etc.

HENRY WOLFF & CO.
13 BUNHILL ROW ∴ LONDON, E.C.

Factory: Leyton, N.E.

To the Jobbing Trade Only.

SPRING BUSINESS BRINGERS

Here's a list of the **BIGGEST, NEWEST**
War Books you've seen

**WILLIAM
BRIGGS**

**WILLIAM
BRIGGS**

NASH'S WAR MANUAL.

60c net.

An essential book to one wishing to know the events which led up to the war: The diplomatic correspondence; Germany's motives; the Kaiser and the "Mailed Fist"; the alliances that made the war; the situation in the Balkans; the task of the allies; the armies and navies of Europe; lists of fighting ships and aircraft; new things in war; Europe's food supply; the Red Cross in war, etc., etc.

BRITAIN AS GERMANY'S VASSAL. By General Von Bernhardt.

The Book that Caused the War. Paper, 50c. - Cloth, 75c.

This book is selling in its tens of thousands, and is said to have had in Germany a sale five times as great as his book, "Germany and the Next War." This book was written to show the German people what sacrifices they must make to secure World Empire. It is a Revelation.

GERMANY'S WAR MANIA. - - - - - 50c.

With an Introduction by Viscount Bryce.

This is a remarkable collection of salient passages from speeches and writings of the Kaiser, the Crown Prince, Bethmann-Hollweg, Bulow, Bernhardt, der Goltz, Clausewitz, Treitschke, and Delbruck. The Teutonic point of view and the gospel of blood and iron is here set forth by leaders of German life and thought.

GREAT BRITAIN AND THE NEXT WAR. - - - - - 25c net.

By A. Conan Doyle.

A reply to Bernhardt's "Germany and the Next War."

THE LIFE OF FRIEDRICH NIETZSCHE. - - - - - 75c.

By Daniel Halévy.

Just what Nietzsche's gigantic prophesyings meant, could not, indeed, be justly perceived until his life was opened to our view. Every Briton should read this book.

TREITSCHKE AND THE GREAT WAR. - - - - - 75c.

By Joseph McCabe.

The writing of Nietzsche and Treitschke and Bernhardt are said to have been the main cause of the war. Treitschke is a well-known historical and political writer. As an influential professor he did more than any other to inoculate the poison of hatred of England and his fanatical dreams of the world-extension of Germany into the veins of the German mid Me class. Without some knowledge of him one cannot understand how the German people were so completely duped by the military caste.

GERMANY'S MADNESS. - - - - - \$1.00

By Dr. Emil Reich.

Late Professor of International Law at the University of Vienna.

Dr. Reich gives evidence to show that the Germans have the fixed belief that Germany is the predestined head of the human race, and this belief has been fostered by professors, by lectures, pamphlets and books which have had a tremendous circulation. The book will strike the reader with the force of an astounding revelation.

CAN GERMANY WIN? - - - - - 35c.

An interesting book in the light of present developments.

MY ADVENTURES AS A SPY - - - - - 35c.

By Baden-Powell.

A book by the head of the scout movement will prove of more than usual interest.

BISMARCK'S LETTERS FROM THE SEAT OF WAR, 1870-1871.

\$1.00. - - - - - Illustrated.

The letters of Germany's greatest statesman and general from the seat of war in 1870 are of especial interest.

LIFE IN A GERMAN CRACK REGIMENT. - - - - - 35c.

By Baron Von Schlicht.

The circulation of this book has been forbidden in Germany. It is a startling indictment of German military manners and morals. The book is all the more noteworthy as coming from a member of the actual class whose failings the author attacks.

FROM THE TRENCHES. - - - - - 75c.

By Geoffrey Young.

The first record of an eye-witness. Mr. Young is the only correspondent who remained at the front for the whole of the two months, August and September. He was first in the field and was under shell fire, and was everlastingly in places where he was not allowed. He was in Belgium when war commenced and went through the rearward movement to Paris, and gives us more first-hand knowledge than any person outside a uniform.

IMPERIAL ARMY SERIES—35c each. - - - - - Illustrated.

Based on official manuals; written by officers of the regular army. Suited for Officers' Training Corps, Cadet Corps, and Military Training in Schools. These books embody new organization and training 1914.

- | | |
|------------------------------|----------------|
| 1. Drill and Field Training. | 4. Ceremonial. |
| 2. Signalling. | 5. Musketry. |
| 3. Field Entrenchments. | |

1915 Fiction

ARUNDEL.

A new E. F. BENSON novel, author of Dodo, etc. \$1.25.

THE TURBULENT DUCHESS.

Look at this. By Percy Brebner, author The Princess Maritza. \$1.25.

THE DRAGON'S TEETH.

Another good one by author of "The Dop Doctor."

RED POPPIES.

A love romance of an American artist. \$1.25.

THE LITTLE MISSIONER.

A clean, refreshing novel by Nina Wilcox Putman.

THE STORY OF THE CAPTAIN SCOTT EXPEDITION.

By Commander Evans, R.N. A sure seller, probably \$4.00 net.

T. TEMBAROM (Reprint Edition).

By Frances Hodgson Burnett. One of the best sellers in years.

THE NEW METHODIST HYMN BOOK

Some little confusion has been caused among the trade by a few unfortunate and entirely unauthorized newspaper items which stated that the new Methodist Hymn Book would be ready for the market almost immediately. This fact seems to make it advisable to lay forth the real facts of the case, which are presented in a statement by the Secretary of the Committee herewith:

"A good idea of the status of matters in connection with the new Hymn Book is given in the statement that the Committee appointed to supervise its compilation has not, by any means, finished its work of selection. When the list of hymns is finally chosen an enormous amount of additional work will be necessary for the securing of privileges on copyright hymns and tunes, the owners of which are scattered practically all over the civilized world. So far as can be seen at present, it will be at least the later months of 1916, or probably early in 1917 before we can hope to have copies of the new Hymn Book ready for sale."
"E. J. MOORE, Associate Secretary."

These facts are being made known very carefully and widely through the Methodist public in Canada, so that there is likely to be a continuous and considerable demand for the old book for a considerable time at least.

WILLIAM BRIGGS, Publisher
TORONTO, ONT.

**WILLIAM
BRIGGS**

**WILLIAM
BRIGGS**

BOOKSELLER & STATIONER



DEVOTED TO THE INTERESTS OF THE
BOOK, STATIONERY & KINDRED TRADES



Vol. XXXI

JANUARY, 1915

No. 1

THAT 1915 MAY BE A YEAR OF HAPPINESS AND PROSPERITY
FOR ALL MEMBERS OF THE TRADE IS THE HEARTFELT
WISH OF BOOKSELLER AND STATIONER.

More Profit in 1915

NOTWITHSTANDING the fact that there is a lot of foolish sentiment about New Year's resolutions, there is value in the circumstance that even suggests to the mind the advisability of doing better in the coming year. The trouble too often is that the people, recognizing the need for reform, fool themselves into making vows that they will do certain things that they ought to do and abstain from certain others that they ought not to do. We say "fool themselves," because the emptiness of such vows will, as usual, be demonstrated in thousands of cases even in the early days of 1915.

But when it comes to practical actions easy to carry out and that will result in putting more money in the merchant's pocket in the year 1915 what is to prevent their accomplishment?

Every bookseller and stationer knows, or can easily find out by investigating, that he has been devoting too much attention to certain lines of merchandise that do not yield an adequate margin of profit, or worse still, show an actual loss—this at the expense of certain other branches that have been starved in point of attention and cultivation of possibilities, thus precluding goodly balances on the credit side, that would otherwise be shown.

Knowing this, he should immediately change his methods by relegating to the background, or eliminating altogether, the poor and barren lines, transferring his efforts to specialization in those branches of the business capable of yielding the best results. To guide the merchant, many suggestions will be found in the different pages of this issue, but it must ever be kept in mind that conditions vary in different localities and whereas one variety of goods may be especially profitable for a bookseller and stationer in one town, it may perhaps, in another town, by reason of local conditions, be inadvisable for the bookseller and stationer to push their sale.

For example, take wall paper: In some towns this line is controlled largely by the booksellers and stationers and they find it a most profitable branch of their trade. Consequently they push the department for all it is worth, or should do so. On the other hand, in another town, the dry goods stores

or the hardware and paint shops have the strongest hold on the wallpaper trade and by reason of the excellent service given the public, they seem destined to retain this ascendancy. In that town the bookseller and stationer would be foolish to enter the lists without being practically positive that he could give the public such improved service or price advantage that he would be able to divert this trade from its accustomed channels.

However, practical suggestions will be found throughout this and subsequent issues of *Bookseller and Stationer*, and if all of them are not applicable to every reader's particular business, every dealer will find many that will be especially adaptable in his case. The main thing is to act upon them and thus do a better business in 1915, ending the year with a materially increased net profit.



To Promote Extra Book Sales

BOOKSELLERS should make it a practice to draw the attention of people whom they know would be interested in new works of a specific nature, such as T. D. Elliot's new book, "The Juvenile Court and the Community," which would not only interest lawyers and others connected with the courts, but ministers and others interested in social reform. The same applies to such new books as "Safeguards for City Youth at Work and Play," by Louise deKoven Bowen; and "Crime and Punishment," by Fyodor Dostoevsky. Think of the big proportion of people interested in baseball, some of them almost to the extent of a mania. To those people the book salesman can make suggestions, many of which will result in sales of books of special baseball interest such as, for instance, the recently published book "How to Play Baseball," by John T. McGraw, who is famous throughout balldom as the manager of the New York Giants. There are many other volumes coming under the same category. Sell them to the fans! This same plan should be followed out all through the various classes of books, old and new, and this intensive cultivation of trade will enormously increase the possibilities of the bookstore.

Unadvertised Books

IF publishers, instead of bringing out so many new and inferior books were to spend this money in advertising older and better books, they would make more money. The Australian "Bookfellow" dealing with this question sanely suggests that every publisher ought to keep two advertising lists going—new books and standards. "Repeat" orders are based not on casual, but on persistent advertising and it should ever be remembered that the retail booksellers always have a new public to whom to sell the older books of proved worth. The Australian publication also points out that in so far as books have a permanent merit for sale, the same principle in advertising applies as in the case of a pills proprietary, for instance, the success of which is made by the persistent advertising of the one article.

On the same subject "The Publisher's Weekly" recently had this to say:

"Often times the only reason last year's book is dead is that it has been deliberately smothered by later publications of its own publishing house. In scores of cases probably a publisher would actually make more money by re-exploiting his last season's books than by bringing forth a crop of new ones, although printers and binders might be the poorer for his innovation.

"So it is, as a matter of fact, with many excellent titles which the sudden advent of war has not only dragged from the obscurity but, if their publishers did only permit it, might easily place in the best selling class. Indeed, a prosperous publishing business might be started on books, now practically ignored, which should at just this critical time be occupying the centre of the literary stage.

"Of one book, published within the last few years, critics of world politics have gone so far as to say that it was one of the chief inciting causes of the present war. Its timeliness and authoritativeness make it of surpassing interest in this crisis; it is almost daily quoted in the press; yet we do not recall seeing a single advertisement of it by its publisher nor seeing a copy displayed in any bookstore window during the last month.

"Of another book, it has been said, not that it caused this war, but that it, and the theory it expounds, will eventually stop all wars. Surely, if there is one, here is a book to be lavishly exploited at this time."



Postage Rates on British Papers Adjusted

AFTER an extended controversy that gained considerable prominence some months ago the rate of postage on British newspapers and magazines coming to Canada, has been adjusted to the satisfaction of the British and Canadian Governments. Very little change has been made in the rates. The old rate was a penny a pound, with a limit of five pounds. The new rate calls for a rate of 1d on parcels weighing more than two ounces and not more than six ounces; between six ounces and 1½ pounds, including the latter, the rate is ½d.; over that weight the rate is ½d for each half pound, which is equivalent to the old rate of a penny a pound. The new scale goes into force January 1. Conditions as to size and weight of parcels remain as before.

During the course of the controversy it was said on the floor of Parliament that not enough British

publications found their way into Canada, as against the enormous number of United States papers and magazines that were shipped in. Just now interest in what British papers and magazines say and the pictures they carry is enormously increased.



Profit By Past Experience

AS we cross the threshold that separates the old from the new year, it becomes incumbent upon each of us that we look back over the past twelvemonth and recall the mistakes that have led us along costly paths and that have not been conducive to the best success of the business. We are exhorted by philosophers and others to forget the past and remember the present; but yet is it not the past with all its experiences, its joys and its sorrows, its work and worry, its trials and tribulations that have made us what we are? Then must it be taken into our deep consideration, so that as many of the difficulties and worries may be side-stepped or surmounted more readily in the future.

The time has come for the drawing up of the inventory and the striking off of the annual statement. Let no one shirk this work for it is an undisputed fact that the absence of a knowledge of the progress of the business has caused a host of failures, if not the greatest number. The annual statement if carefully and honestly prepared will do much to enlighten the merchant on the mistakes of the year that has just gone by. An hour or two spent at recalling the difficulties and the causes of losses during the twelvemonth will, too, be time well occupied.

The man who falls into the same error twice is losing the valuable lessons taught in the hard school of experience. He is not a keen business man.



Another Card-writing Course

IN this issue Bookseller and Stationer begins the presentation of a new series of articles on card-writing, from the pen of R. T. D. Edwards, one of the most able of the men engaged in this work in this country.

Because Mr. Edwards has ideas of his own on the subject, he has departed from the beaten path in preparing these articles, adopting the simplest methods of work and doing away with non-essential technicalities which tend so frequently to worry and confuse the new student.

The series will therefore comprise easily understood lessons which can be turned into actual cards in a short time.

Clerks wishing to improve their usefulness and selling power, as well as dealers who recognize the usefulness of show-cards, should follow the series from beginning to end.



"THANK YOU, the same to you." Bookseller and Stationer gratefully acknowledges the receipt of Christmas and New Year greetings from numerous friends. To the senders of these kindly messages of good cheer and to all our readers and advertisers we extend sincerest good wishes for a Happy and Prosperous New Year, and may it close on a world at peace.

Stationery Imports from Germany and Austria

Department of Trade and Commerce at Ottawa Appeals for Home Patronage That There May be More Home Employment.

The "Weekly Report" issued by the Department of Trade and Commerce, at Ottawa, in dealing with the subject "Made in Canada," contained the following appeal:

"For years past Canadian manufacturers have directed public attention to the reciprocal value of purchasing articles produced in Canada. This suggestion has always been regarded by the general public as a natural desire to benefit No. 1—the manufacturer; but today, under circumstances of enormous pressure, when a terrible war threatens the lives of millions, and the property of all, only a percentage of the nation can bear arms, but the whole people can do something. The readiness to bear the burden of sacrifice has been shown by the more than generous response to numerous patriotic funds, but there is an opening for patriotic effort in directing necessary expenditure so that a maximum amount of employment in Canada during the coming winter shall be secured. It is evidence of real patriotism to buy homemade goods.

When the patriotic spirit is high, and when Canada is likely to have to deal with unemployment on a vast scale because part of the wheels are no longer 'going round,' this matter bears an aspect which none would desire to ignore. Who is there in Canada remembering Belgium will buy 'Made in Germany'? And who in Canada will fail to buy 'Made in Canada' to the last ounce of possible production in the country, if thereby the people can take their stand behind fathers, sons and brothers in the fight for freedom by a course which will assist the prosperity and therefore power of Canada in this evil day? Every dollar's worth of goods formerly imported and which could be got in Canada adds so much to the employment and comfort of our own working people.

The following statement shows for a recent year the value in sterling currency of stationery exported from Germany and Austria-Hungary, respectively, to all destinations:—

Exported from Germany (1912).	
Stationery, wholly or partly of paper.	£1,651,200
Stationers' sundries	698,950
Total	£2,350,150

Exported from Austria-Hungary (1913).	
Stationery, wholly or partly of paper.	£1,341,300
Stationers' sundries	76,200
Total	£ 417,500

The two classes of merchandise specified are confined to such articles of the character indicated as are separately stated in the official trade returns of the

two countries. The first class includes such articles as writing paper, note paper and envelopes, blotting paper, paper bags, exercise, note and account books, book-covers, portfolios, albums, etc. The second class includes such articles as pens, nibs, ink, pencils, prepared chalks, sealing-wax, etc.

It would appear that the total value of the combined German and Austro-Hungarian trade in stationery which might, in the present circumstances, be diverted to British manufacturers is as follows:—

Exported from Germany (1912).		
Stationery, wholly or partly of paper—	In the United Kingdom market.	In Colonial & neutral markets.
Writing paper, letter paper, hand-made paper, music paper	£ 39,800	£ 507,500
Note paper, letter cards, and envelopes in boxes (stationery)	1,900	78,700
Envelopes	23,300	100,000
Blotting paper, except very coarse, grey filter paper.	4,300	43,400
Paper bags, pouches, sacks, folding pouches, folding boxes, etc.	6,000	93,300
Exercise books, price lists and other articles	44,000	300,300
Account books and note books	7,300	104,900
Covers for book-binding, portfolios, small fancy boxes, cases	16,700	54,100
Albums (collecting books).	11,500	41,200
Stationers' Sundries—		
Pens and nibs	250	18,350
Quills (quill-pens), cut....	250	250
Indian ink	15,500	30,100
Ink and ink powder	300	37,550
Lead pencils, colored pencils and black chalk; chalk, cut or shaped....	61,100	495,400
Graphite, shaped or made up for retail sale		350
Sealing wax, bottle wax....	50	9,100
Total	£232,250	£1,980,450

Exported from Austria-Hungary (1913).		
Stationery, wholly or partly of paper—		
Writing paper, smooth, including ruled paper	£ 12,650	£ 152,350
Note paper and envelopes, embossed or not or in cartons	1,750	21,550
Blotting paper	2,450	5,300
Account books, albums, and other wares of paper combined with other materials	7,050	57,550
Stationers' Sundries—		
Pens and pen tubes.....	250	5,550
Ink and ink powder.....		15,100
Indian ink, liquid or solid,		600
Lead pencils, colored pencils, mounted or not....	21,700	12,800
Drawing chalk, mounted or not, charcoal crayons....	1,300	1,800
Sealing wax		2,000
Total	£ 47,150	£ 274,000
Making a grand total of £2,255,110.		

German Exports to Canada

In this connection it is interesting to reproduce these statistics of German exports to Canada for the year 1912. Observe that the values are given in sterling currency:—

Correspondence papers, cards, envelopes	£ 700
Blotting paper	400

Paper bags, pouches, sacks, folding boxes, etc.	1,300
Exercise books, price lists, etc..	4,500
Account books, note books	700
Covers for bookbinding, portfolios, small fancy boxes, cases	900
Albums (collecting books)	2,100
Indian ink	500
Lead pencils, crayons and chalk.	21,200



FROM SASKATOON.

"We are beginning to realize that things are not nearly so bad as we thought; in fact, that there is really little to complain of in the light of comparison with elsewhere. This season's crop will bring us in more money than that of any past season. Of course, the realty income is defunct. This has a heavy bearing upon the general public; it meant building, much building, and that meant work, which in turn meant wages and the general circulation of a great deal of money which is now conspicuously absent. We have been thrown back upon our legitimate resource—the land. Everything is working out beautifully." This is an extract from a letter received by Financial Post, one of the publications of the MacLean Publishing Co., from one of its readers in Saskatoon.



Why keep pegging along, doing things in the old-fashioned way when you can read articles that will tell you of better ways of doing nearly everything in the store?

The less you have to say about your competitors the better, but if you must talk about them, see that you say something good.

Unless your store looks attractive on the outside, how do you expect to get the trade of the new families of the particular class who like good stores?

The merchant who thinks he is saving money by not subscribing for the trade paper is really helping his competitor because he is handicapping himself.

The man who gets too anxious to bore with a big augur will find that big augur holes drain off the money a good deal faster than small ones.

Did you know that goods are heavier in a dark store? The less light you have the more the goods will stick to the shelves; the harder it will be to move them.

Development of Toy Making in Canada

New Concerns Established in Different Canadian Cities Have Met With Good Success — England, Too, Has Benefited Greatly.

CANADIAN-MADE toys came into great prominence in the recent holiday trade, and this can be depended upon to have a far-reaching effect in promoting permanent ventures into this field of manufacture. In fact, two or three concerns are already thoroughly established with their product on the market—creditable goods, too, showing considerable originality as well as a high degree of quality and value. The war has had a similar effect in other countries that have been dependent on Germany in the past, for toys and this is especially true of England. In this connection, it is interesting to refer here to the big toy exhibition to be held in London in March, an event which heralds a new era in the toy trade.

In Vancouver the Women's Employment League's efforts resulted in the establishment of a toy-making concern in that city and Vancouver-made toys were much in evidence in that city in the holiday season.

In Quebec, toy making was fostered with the active support of the Duke of Connaught, the Lieutenant-Governor, Sir Lomer Gouin, and the Mayor of Quebec, prizes being awarded at an exhibition of Quebec-made toys, for the most original conceptions, the best toys at lowest cost and the best mechanical toys. This exhibition was organized by the Daughters of the Empire and Homeworkers' Guild.

In Halifax, home-made toys were produced under the direction of the British Women's Emergency Corps, who employed sixty regular workers.

Business men of Calgary were responsible for the establishment of a plant there to manufacture wooden toys and the experiment proved so successful that it is to be extended for this year's trade so that the Calgary toy factory is now a permanent institution.

In Victoria, B.C., Osler & Savage entered the toy manufacturing field, and their product was in evidence for the recent Christmas trade.

Coming to Toronto, reference has already been made in Bookseller and Stationer to the manufacture of toys, enlisting the services of the unemployed. The undertaking under the direction of Joseph Marks, editor of the Industrial Banner, began in St. Andrews Market but subsequently a factory building on Eastern Avenue was occupied, through the instrumentality of the Toronto Board of Trade. Prospects are good for a permanent concern being developed.

At the headquarters of the Toronto

Women's Patriotic League on Sherbourne street, dolls were manufactured by engaging the services of girls and women who were out of employment.

Reference has also been made to the products of the Dominion Toy Manufacturing Co., and the more recently established Canadian Toy and Novelty Company.

All of the foregoing constitutes material evidence of one good effect of the war in developing Canadian industry.



TOY EXPOSITION.

An event of importance, in view of the unusual conditions brought about by the war, shutting German toys out of the Canadian market, will be the Toy Fair and Market, to be held in March in the Royal Agricultural Hall, London, England.

Recent advice from England was to the effect that practically two-thirds of the available letting space had already been engaged, and that it had been requisitioned by leading houses from every part of England.

On the one hand, old-established manufacturers are making special efforts, and laying down greatly increased plant, to cope with the influx of trade offered to them through the closing of German markets. On the other hand, manufacturers entirely new to the trade have started works for the manufacturing of toys and games, and in both instances they will be able to demonstrate at the forthcoming "Toy Fair and Market" that toys never hitherto made in England can be made there, not only at the right price, but what is perhaps equally important, they will, in many cases, "strike an entirely new note." Novelties will be put before buyers which will unquestionably surprise them, as they will go one better, in many instances, than certain stereotyped lines for which Germany has hitherto been responsible.

This toy exhibition, it is claimed, will therefore, give buyers the opportunity of seeing a vast collection by old-established manufacturers making new lines, and by manufacturers entirely new to the toy trade, whom, without the advent of the exhibition, it would be difficult to discover.

It is recognized, of course, that their various works are not centralized, as in most other industries, but are scattered about in different parts of England.

It was interesting to learn that the general public will be rigidly excluded, and that the exhibition will be a market strictly for the transaction of business.

Arrangements are being made for the reception of many overseas buyers, and doubtless Canada will be well represented.



THE NEW HANDBAGS.

If women are doing without the larger articles of dress, they are making up for it by the attention they are paying to the smaller articles. In spite of the fact that the hand bag is the only pocket available, it is becoming more and more decorative and of less service. Also it is becoming more of a vanity bag, for small as it is, quite a list of vanity fittings are demanded. Hand bags are decidedly dressy, and are made of fine-grained novelty leathers, and are as small and as flat as possible. Some of them are made of leather and fabric combined. The strap handle is the one most frequently seen.

There are many good models on the market that are combinations of shopping and party bags, as, besides having room for the purse, bill fold, the handkerchief and other small articles, pockets on the sides contain a varied collection of vanity fittings. A new bag of this kind has a removable centre, which contains all the vanity fittings. When the bag is wanted purely for shopping, this centre can be lifted out, making more room in the bag. Fittings in party bags and party cases are becoming more numerous. A complete list of fittings now includes a button hook, nail file, vinaigrette, lip-salve stick, hairpin case, a comb. There is also a memorandum pad and mirror, combined with pencil and a metal powder box, in addition to the coin purse.

Though there are buyers who do not believe in party cases and who predict that their run will be a short one, there is no doubt about the fact that they constitute the popular sellers in the leather goods department. There is no question that the putting up of vanity articles in this form fills a popular want, and if the party case in this form should lapse there will still remain a permanent demand for the soft leather cases in combination with a purse or pocket. Also vanity fittings in shopping bags is too good an idea to drop out of use very quickly.

Condition of the Rubber Market

Interesting Interview With a Prominent Manufacturer of Stationer's Rubber Goods—Growth of Ceylon Rubber Production.

Editor's Note—Following out the practice of presenting articles dealing with various lines of manufacture connected with the stationery trade, this month Bookseller and Stationer presents an interview with a manufacturer of stationers' rubber goods, Weldon Roberts, of Newark, N.J., who recently spent over a year travelling abroad, visiting many foreign countries and investigating rubber production and its economic problems.

"Way back in the '80's," said Mr. Roberts, "the English started something. After disappointment enough to make the average man give up, they succeeded in growing the wild South American Para Rubber in Ceylon. If it were not for the production of those plantations to-day, prohibitive prices would take many lines of stationers' rubber goods out of the market. Just now we manufacturers of the United States are beginning to feel the pinch of the shoe again. Crude rubber has risen forty cents per pound by reason of the embargo which England has placed on exports of rubber.

"In 1900 the Ceylon rubber production was four tons—a drop in the bucket. In 1914 if it had not been interrupted by the war the shipments would have been about sixty-five thousand tons and would all have been absorbed in the manufacturing trade. Ceylon is now probably second in production, the plantations having spread to Malay, Sumatra and Java, but it is all classified as Ceylon rubber. In five years more this remarkable production will probably be double what it is to-day.

"Up to the early '90's," continued Mr. Roberts, "rubber manufacturers looked upon the consumption by the rubber overshoe and boot manufacturers as the deciding factor in prices. Then came the bicycle tire which was a strong factor for a time, and later the enormous demand for electric wire insulation absorbed much of the supply. All of this time the general demand for all varieties of purposes was increasing, but the last and greatest demand which topped all the others was the automobile tire, and this jumped the price of crude rubber to \$3.00 per pound. Almost as if it had been prepared for just this emergency, along came the Ceylon rubber with a production that increased by leaps and bounds, and in one year the market had dropped more than \$2.00 per pound.

"We are all in the dark as to present conditions. If England lifts the embargo there should be plenty of rubber, provided there is safe transportation on the high seas. Under such conditions there should be no increase in prices of stationers' rubber goods."

Coming down to something more personal, the name of Roberts has long been associated with stationers' rubber goods. It was in 1854 that Christopher Roberts established a small business in Newark, N.J., having removed from New England to that city, that he might be near his New York customers. The success of the business was remarkable. Pencil and ink erasers were produced in great quantities for the domestic and foreign market. In the early sixties large quantities of these goods were already being supplied to makers of standard pencils in European countries. The efforts of Christopher Roberts made the Newark product a quality standard.

In 1888 Weldon Roberts entered the business of his uncle. A few years later he had become active manager of the concern, and in a course of time compounded and perfected the most noted formulæ of the concern. To his enterprise and appreciation of trade needs are due many and varied forms of present day rubber erasers.

The C. Roberts Rubber Co. was incorporated in 1899. Christopher Roberts, the first president, for some years being in frail health, died in 1903. Weldon Roberts became president in that year, retaining this office and managing the factory until 1911 when, on the sale of the family stock control to a pencil house (that for years had sold the bulk of the factory output under its own brand), he also disposed of his interest and retired.

On his return to this country in 1912 Mr. Roberts founded in his native city the company that bears his name.



MORE ABOUT BLOTTING PAPER.

Following the interesting article dealing with the selling of blotting paper which appeared in our October number, readers will be interested in the following article dealing with blotting paper:

According to a correspondent of the Manchester Guardian, few people realize the true inwardness of blotting paper, particularly people who live in big towns and should know better. It is, for instance, a real pleasure to sit down to a large clean sheet of new pink blotting paper, and instead of its soiling one, to be the first to soil it. White blotting paper has to be very thick and absorbent to hold its own, while green blotting paper is only suggestive of banks and business, and little soiled ends which are used for the week's books.

The blotting paper connoisseur changes his blotting paper with absolute recklessness. It becomes to him like the paper target which, once marked with his prowess, has fulfilled its function. It is a delight to tear the corner off a sheet of thick pink, and pick up as much as possible of the blot made by an overflowing pen. But the corner once away, the sheet loses its charm and should be replaced by another.

Blotting paper and blotting pads are indices of the household psychology. There is, for instance, the pad which, though not very much used, has grown shiny with use, and its acquired surface absolutely refuses to pick up any ink at all. There is the pad that has been over-used and has lost its absorbent power through the writing of dashing notes. There is the neat pad which is always carefully tended and which suggests that the sooner all trace of the writing be removed the better, and there is the blotting book, with its choice of half-dirtied leaves and its surface which by no possible means can ever be as level as blotting paper should be.

The ideal way of using blotting paper is to have two or three loose sheets of thickish white or pink, which can be thrown away, used, or stolen with impunity. It is useful to be able to blot from above, and the singleness of the sheet enables this to be done most efficaciously. Also it necessitates no conscientious scruples as to waste, and enables the writer to write straight ahead with comfort instead of dodging about his pages to avoid the pains of blotting.



The Trade Paper—By Elbert Hubbard.

I know hundreds of high, prosperous business men, manufacturers, dealers, jobbers, craftsmen, and I cannot recall a single instance in which the mentally successful man does not read his specialized paper. He subscribes for it and he pays for it promptly.

When you subscribe for your trade paper and assimilate it, you are uplifted, inspired, given courage, pep, intellectual vim and vigor and enough trade information to make you free from the trials and tribulations which beset the man who "doesn't know."

These things all have a direct influence on the bank and mental balance.

The trade paper binds everybody in the business into a fraternity, which spells lengths of days, because it "serves" and its service is based on specific knowledge.



Mere bigness in a business is not necessarily an advantage. It is the net profit rather than the gross sales that measure the successful store.

HOW OTHER STATIONERS DO THINGS

APPEAL FOR TRADE WENT WITH GIFT

Following is a letter which the Grigg Book & Stationery Co., of Pembroke, Ont., sent out to the women of that town at the commencement of the recent holiday trade season:

Dear Madam:—

The Christmas season is once more fast approaching and our thoughts naturally turn to ways of expressing the good cheer that comes with this season.

We had you and your present problem in mind last January and commenced then to collect gifts that express good cheer, with the result that this year we have on display the best holiday stock we have ever had. We feel sure that no matter what your gift problem may be we can help you. This year especially will the bookstore solve your problem, for you will find there at a moderate price the gift that is appropriate and tasteful.

We would appreciate an early call from you, as we do not duplicate the better lines of our stock and it may be that just the article you want will be gone, if you put off your visit to the last days.

Accept the enclosed calendar as a slight token of our appreciation of your patronage.

Yours faithfully,

GRIGG'S "The Bookstore."

This firm has had a decidedly successful holiday trade and bright ideas such as the one embodied in this letter are accountable for much of the success this firm has had.



"DISPLAY MEANS EVERYTHING."

The merchant whose reports were most favorable without exception have been those who have plunged into the DISPLAY line. The word deserves capital letters; in too many stores it needs capitals to enforce it. Ask any merchant how he is going to sell certain goods—piles of them—and he will tell you, "Get them where the public will see them." It sounds simple, yet a large percentage of merchants do not know what it means.

ONE DEPARTMENT HELPS ANOTHER.

Dupuis Freres, who run probably the largest department store in the French-Canadian district of Montreal, have conceived a unique idea for attracting attention to a new department for books, stationery and religious goods. In another part of the store they have a dress pattern department which is remarkable for the number of people it attracts. The publicity this section brought to another department to which it was adjacent, was so marked, that that department now requires more floor space. Consequently the pattern department must move to make room. It will now be located next to the book section with the avowed intention of the manager to bring publicity to this new section. Dupuis Freres have handled books and stationery for some time, but only on a small scale. They have recently made extensive alterations which enable them to increase the size of the department. A gallery is one of the features, on which are handled gramophones, and other musical instruments.



A GOOD ANNOUNCEMENT.

Among the creditable holiday trade announcements received by Bookseller and Stationer, a particularly striking one was that of C. L. Nelles, of Guelph. It was folded so that a poster stamp sealed the folder, the stamp itself bearing this wording under an attractive colored design.

Dainty Christmas Stationery

C. L. NELLES.

Buy in Guelph.

The list dealt comprehensively with various items of books and stationery suitable for holiday gifts and this was the introduction:

"The Bookshop in December is the most delightful place to shop that anyone could wish.

"1914 has been called the Book Year and everyone is giving books for Christmas. Nothing more appropriate, acceptable or useful, and the price does not interfere with its value as a gift. This list contains a few that are highly recommended, but the Bookshop is filled with thousands of others."

PUSH FASHION PAPERS.

Fashion papers are good selling periodicals. Display them well and you will interest the women. Such papers as *Art de la Mode*, *Bon Ton*, *Elite Styles*, *Ladies' World*, *Le Costume Royal*, *People's Home Journal*, *Pictorial Review*, *Fashion Book*, *Vogue*, and *The Delineator* will enable you to materially increase your magazine sales, both single copies and subscriptions if you will adopt selling methods with them.



PROFITS IN SUBSCRIPTIONS.

Many wide-awake retail stationers make a handsome profit securing annual subscriptions to periodicals. This is the time of the year to sell subscriptions.

See to it that you are getting the subscription business of your territory. The war has created the demand for certain periodicals, and people have the desire to subscribe now as they never had before, because they want to follow certain articles on the war. Get the subscriptions in your vicinity and keep them.



DEMONSTRATING THE PENCIL SHARPENER.

One of the best ways to create a demand for mechanical pencil sharpeners is to have one in your own store in a location where it will be seen and appreciated. It is one of those things which have to be seen to be desired. Few men will suddenly send the office boy over to your store for a four-dollar pencil sharpener because his penknife fails to give his pencil the desired sharpness. When he is in your store purchasing his weekly magazine, see that a pencil sharpener is behind the counter in a convenient place where your own clerks can make use of it, and unconsciously they will give a demonstration of its efficiency and cleanliness which will count a thousand times more than circulars. F. E. Phelan, St. Catherine St., Montreal, has adopted this plan, and finds it a sales-getter.

Live News of the Stationery Trade

Gleaned from All Parts of Canada

J. W. Bourgis, of Hull, Que., has opened a branch of his stationery business in Ottawa.

George E. Peene leaves this month for western points in the interests of Buntin, Gillies & Co., Ltd., Hamilton.

S. J. Huber has joined the selling staff of A. R. MacDougall & Co., and leaves shortly on his initial trip to Eastern Ontario and Quebec.

G. A. Malleck, at one time a member of Bookseller and Stationer's staff, is now on the sales staff of the Hough Lithographing Company, of Toronto.

M. G. Hay, sales manager of the Copp, Clark Co., spent the last few days of the old year at Chatham, the guest of his grandmother, who on the 30th ult., passed the 80th milestone of life.

Charles Worcester & Co., the extensive publishers of greeting cards and calendars, Bristol, England, are now represented in Canada by the Imperial News Co., of Montreal, Toronto and Winnipeg.

F. C. Craig, formerly with the E. H. Harcourt Co., is now with A. R. MacDougall & Co., and his territory is Western Ontario and the Maritime Provinces.

W. M. McCammon, formerly of the Saskatchewan Stationery, Saskatoon, has joined the selling force of A. R. MacDougall & Co., to cover the territory from Toronto west to the Coast. He started out on his initial trip early this month.

H. Fairfield, the St. Catharines bookseller and stationer, was a trade visitor to Toronto a few days ago and reported that a fine holiday trade had been done in his store. Similar reports have come to the wholesales houses from merchants in different section of Ontario and Quebec.

R. L. Stiff, who is in charge of the Fancy Art lines department of the Copp, Clark Co., in the absence of Hugh Young, who has been detained in Germany since the war began, speaks in optimistic terms as to the outlook for the ensuing year in these goods, despite the shutting off of the German source of supply. This is in line with reports current in England and in the United States and it is apparent that the trade in general is not going to suffer because the usual shipments will not be coming from Germany. In fact, the life and enthusiasm being displayed by the English, American and Canadian manufacturers in art lines, in-

dicates that there will be greater originality than ever before in the designs and novelties to be offered by the various makers this year.

Reports of a most favorable nature regarding the recent holiday trade came from St. John, New Brunswick. Douglas McArthur said that his holiday business in books, novelties and toys was fully as good as usual and better, in fact, in the case of books. He said one of the principal effects of the war had been to stimulate interest in Canadian-made goods. He featured toys made in Canada but had been obliged to get his supplies of these goods chiefly from the United States.

Montreal, Dec. 28.—Stationery, along with books, enjoyed an unexpected sale during Christmas. It was expected that papeteries would make acceptable gifts to take the place of more expensive articles. Judging by the big sales, this prediction proved true. Certain dealers carried larger stocks in anticipation of the demand, and were more than pleased with results.

The most unfortunate line in the whole business was calendars. An inclination not to buy was noticed from the start. New lines did not go well. Dealers who bought carefully here were pretty well cleaned up.

Montreal dealers claim to have discovered this Christmas, that the old-fashioned cards are dying out. One of the largest houses informed Bookseller and Stationer that they would buy no more of them. The public now demand a neatly engraved article, with nice finish. However, the demand for Christmas cards on the whole was good, including private greeting cards. Dealers who carried neatly engraved lines were cleaned out.

Sealing sets took well. War souvenirs have been slightly overdone and will require to be handled more carefully until big victories warrant "Mafficking."

Woolworth's are reported to have said that Thursday before Christmas was the biggest day in the history of their business.



COMMUNICATIONS

December 10th, 1914.

Editor of the Bookseller and Stationer.
143 University Avenue.

Toronto, Ont., Canada.

Dear Sir.—An early September issue of the New York Evening Post, published an article expressing anti-British

sentiments, signed by Eberhard Lothar Faber. This article we believe has been very generally circulated among the stationery trade in Canada, as a number of our business friends have called our attention to it.

We would like to have it said through the medium of your publication, that the firm of Eberhard Faber is not in any way responsible for the article in question, which was published without our knowledge or authority, and that the writer thereof is not now or ever has been connected with our firm.

Yours very truly,
Eberhard Faber.

Montreal, Dec. 9th, 1914.

Editor Bookseller and Stationer.—Recently a letter advocating the sale of Canadian made goods came to me from a Canadian manufacturer and the envelope had pasted on the back one of those familiar poster stamps with the wording: "My mamma says always ask for made in Canada goods." I turned up the flap of the envelope and disclosed the imprint "Made in the U.S." Further comment is needless.



Yours truly,
A Stationer.



Bookseller and Stationer has been favored with a copy of the program of the second annual Booster meeting and banquet of the officers, salesmen and office employees of the American Crayon Co., of Sandusky, Ohio. The banquet saw the launching of the company's new trade mark campaign and the lauding of "Old Faithful," the great Yellow Stone Park geyser, a picture of which is to be the company's trade mark henceforth. Appropriate to the occasion from the centre of the banquet a mechanical geyser shot warm water three feet into the air, the geyser spouting every 65 seconds. This same mechanical device will be used in the company's exhibit at the Pan-Pacific Exposition at San Francisco. Florence E. Ellis in charge of the company's art department, whose interesting article, "Crayons in School Work," was given in the last issue of Bookseller and Stationer, spoke on the value of art in business. C. B. Taylor, spoke on "Quality as a Slogan," and John E. Schurz, production engineer, of New York, gave an address on "Modern Efficiency Methods." William L. Deist of the Sales Department, gave some facts of human interest about "Old Faithful." The feature of the evening was an address by Clowry Chapman, trade mark specialist, of New York, his subject being "Opening a Ledger With the Future." During the day trade meetings took place at the plant according to a published program.

CARDWRITING MADE EASY

by
R.T.D. Edwards

ARTICLE NO. 1.

ON many occasions young men have come to me to find out how long it would take them to master cardwriting. They have invariably been surprised to learn that it could not be picked up in a few weeks. In fact some of them have said to me that they knew it would only be a matter of obtaining the proper tools for them as they had always been handy at drawing. In all such cases, when put to the test, they found that whatever skill they had had was not the only qualification required. To become a successful cardwriter it is necessary not only to study the subject from the rudiments up, but also to practice very carefully and thoroughly.

All Need Instruction.

My experience would lead me to believe that to become a proficient card writer it is necessary to receive instructions. Few good card writers have "merely picked it up." In all cases or in nearly all, men who have made a success of this branch of retail merchandising, have either taken a course or had the advantage of an apprenticeship under a proficient card writer. My advice, therefore, to anyone who is desirous to taking up cardwriting, no matter how much experience they may have had or how skilful at drawing they may be, is to follow this course. I am starting at the very first, giving suggestions and information which may appear as elementary to many readers; but as the articles progress we will take up every possible branch of the card writing work. Readers should follow the instructions given thoroughly. I have known some to read articles on cardwriting and then proceed to do the very opposite. To such as this we can hold out no prospect of improvement from following this series of articles.

I would also like to impress the fact that practice is nine-tenths of the battle. Be sure, however, that your efforts are in the right direction. Remember that

one step in the wrong direction is worse than standing still.

As a Side-line at First

I desire to make it clear at the start that those who follow these articles with an idea of becoming proficient at card writing should not do so with the idea that in time they would be able to devote themselves exclusively to this work. Card writing has become to a great extent a science and, to do nothing but

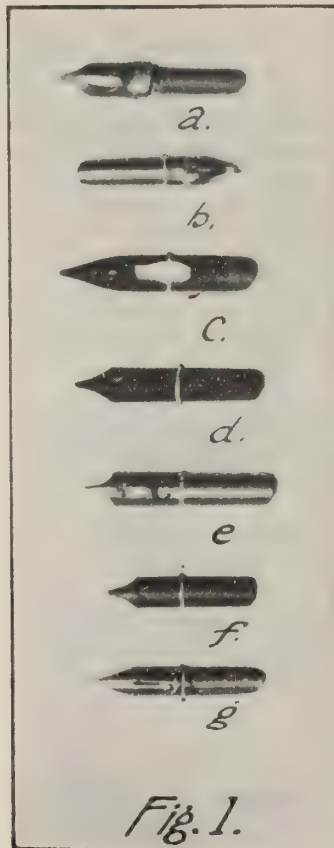
to window trimming, advertising, or the selling end of the retail trade. By so doing you not only increase your experience but also improve your chances of advancement.

Card writing has developed to an almost unbelievable extent in the past few years. To-day every live merchant in Canada knows the importance of the price ticket. Even in the smallest towns and villages they are used. Many of the cards used to-day are extremely crude. Frequently they are made with a box-marking brush, a blue crayon, or a rubber stamp. Nevertheless, the fact that they are used shows that the demand is there, and that the clerk who desires to make himself as valuable as possible and to bring himself as close to 100 per cent. efficiency, should acquire some skill in the writing of price and show cards.

The excuse need no longer be put forward that it costs too much to learn. All that the beginner needs is the necessary material. By following these articles he will then be in a position to acquire sufficient skill to prepare creditable cards for the store in which he is employed.

The First Start.

I am starting this course on a different basis than any other series that I have ever seen. It is my experience that the beginner wants to see actual results and, if he is forced to practice exercises too long, he is liable to lose heart and quit altogether. With this in mind I start the student off with outline pen work. Practice with the pen in school days has left everyone more or less proficient with its use and it, therefore comes more natural than the brush, which to the beginner is much harder to control. The surest and easiest way to make a start at actual card writing is to letter price tickets. Accordingly, we will direct our attention for this lesson on pen outline Roman figures. This may seem rather



Types of Nibs.

write cards either in a shop or a large store, a man must have many years of experience. My advice to beginners is to look upon card writing as a side line

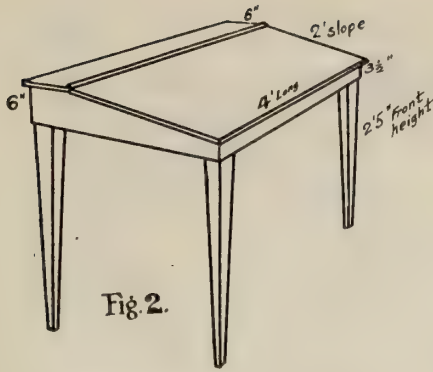


Fig. 2.

Best kind of table to work on.

too rudimentary for many of our readers, but I desire again to emphasize the fact that the man who desires to become thoroughly proficient must start at the very beginning and master each phase no matter how simple. It is my experience that to acquire the fullest degree of skill at making figures, it is necessary for a beginner to practise at least a full month. It will take a good part of his spare time at that. The next step will be to master the alphabets and these will follow in due course.

Tools Needed for This Lesson.

You will require in the first place a large ball-pointed pen nib with ink retainer attached. If this cannot be secured a real blunt stub pen will serve the purpose. No. 3 or 3½ round writing pens are also suitable for this class of work. Fig. 1 shows illustrations of various nibs. If your stationer cannot

secure these for you they can be obtained by writing to the Editor of this paper. Nib A is a No. 3 round writing pen with brass ink retainer attached. The retainer regulates the flow of ink. Nib B is ball-pointed, camel back retainer. Nib C has ink retainer underneath. Nibs D, E, F and G are all stub pointed pens and are good for this work. Any stationer should have these in stock.

Pen holders should always be round and thick. Small handles cramp the fingers. Other tools needed for this work will be a good straight ruler, not less than eighteen inches in length, and a compass that can be used for either pen or pencil. The best ink for the work is a good black carbon (not waterproof). This ink can be secured at any retail stationer's, art supply stores, etc.

Fig. 2 gives a good idea of the best kind of table to work upon. The dimensions given make a table large enough for anyone, no matter what work you may have. Always work on a slanting top table, as a flat top will tire the wrist very quickly. The six-inch margin shown at the back is for placing pots of paint, tools, etc. When sitting the edge of the table should come just below the pit of the stomach. This gives the arm room for a free swing without resting it too heavily upon the table. Always sit erect when working. The importance of maintaining a proper position while working is greater than the beginner will imagine.

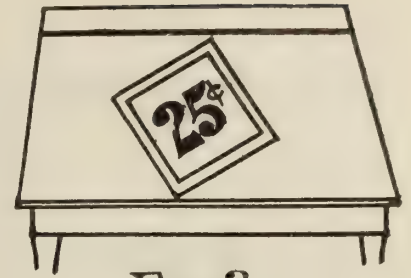


Fig. 3.

Position of card on desk.

Fig. 3 gives an idea of the position the card should occupy on a desk while being written. If it is placed parallel with the edge of the desk, the wrist will become tired quickly as this gives it an unnatural twist.

Before starting practice see that everything is ready. The cardboard should be ruled out. The ink should be contained in a vessel that is free of access and at your right hand; the table should be placed so that the light falls over your left shoulder. All pens should be close at hand.

Study the chart thoroughly before starting. Preceding each figure you will notice a few exercise strokes which are in the make-up of the figure. These should be practiced thoroughly and perfected before attempting the finished work. The arrows indicate the direction in which to draw the strokes. Always work from left to right and from the top to the bottom. Be sure to carry

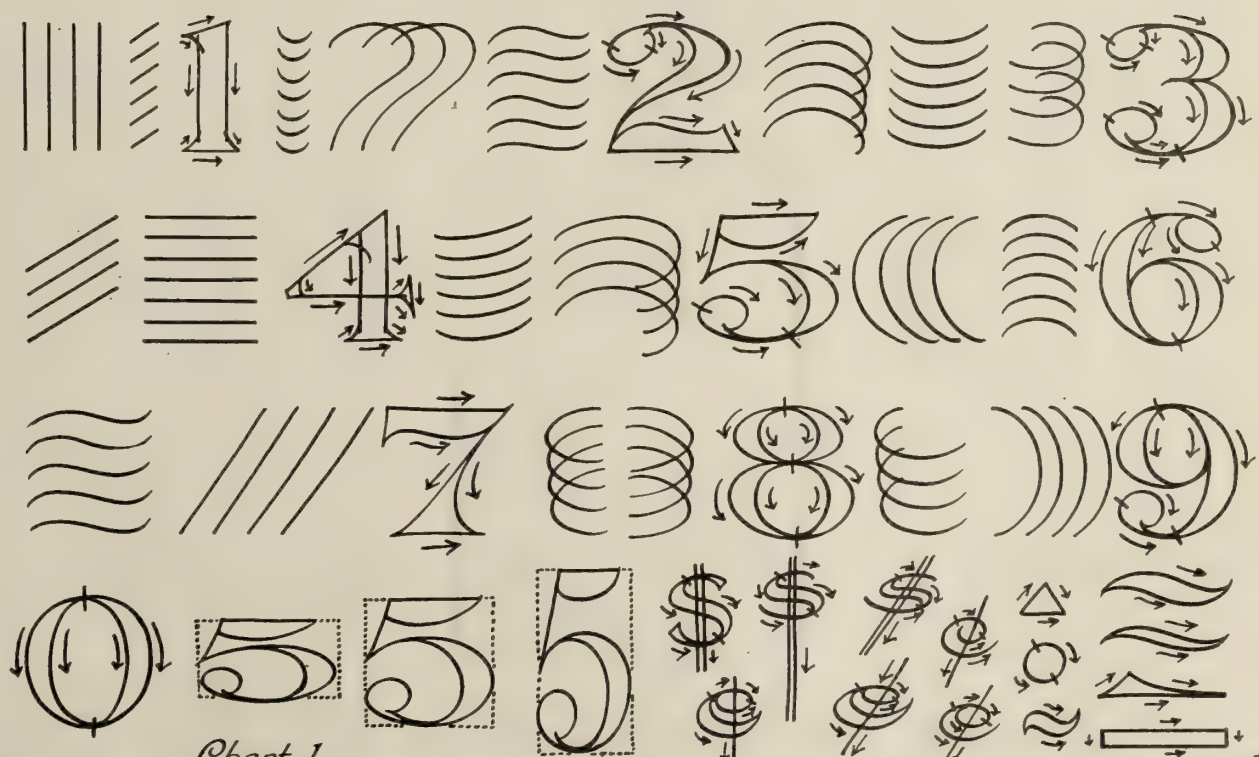
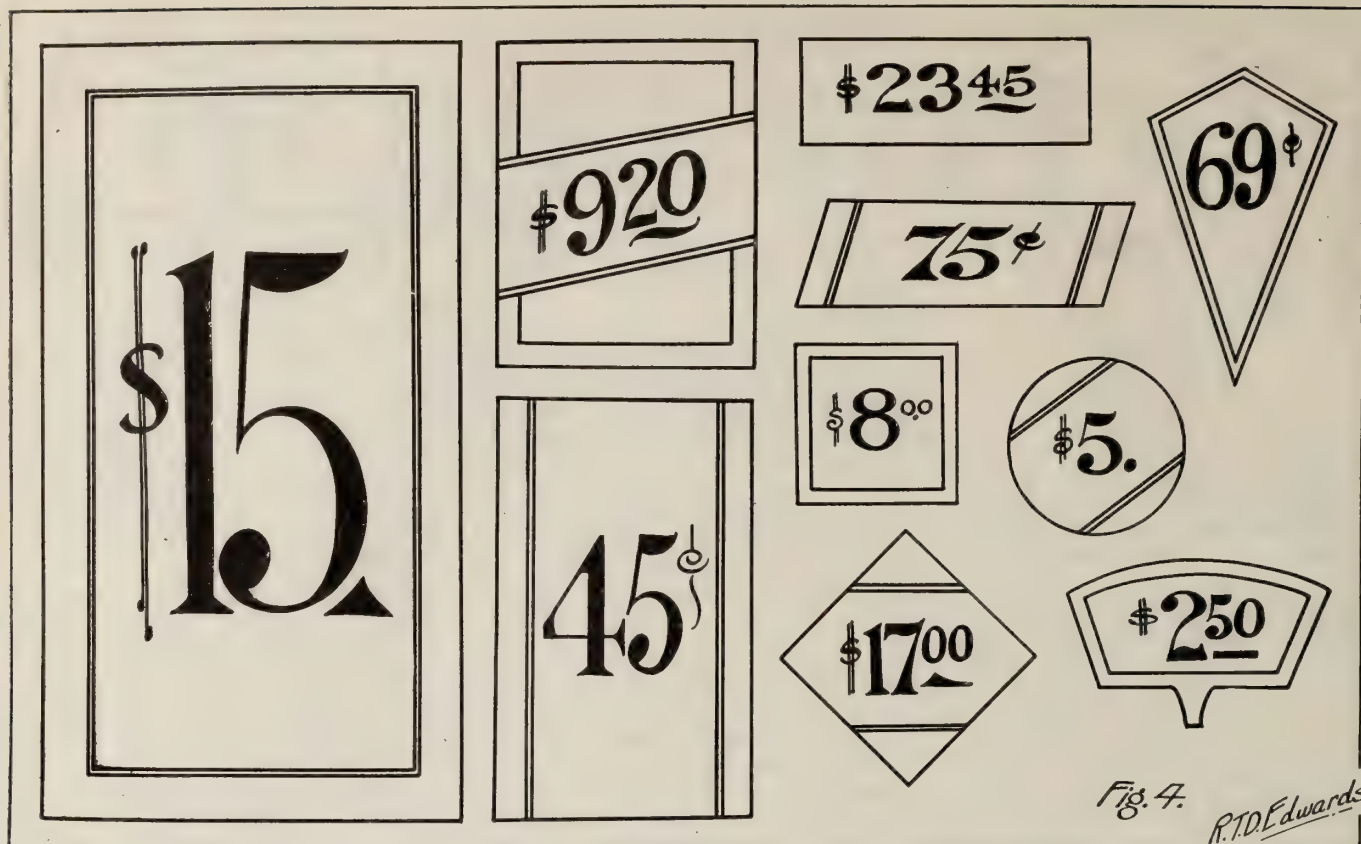


Chart 1.

R.T.D. Edwards



enough ink on the pen so that the entire stroke can be made without a second dipping.

Fig. 1 is mostly composed of straight lines. Watch that both the upright lines are the same distance apart all the way up. Figs. 2 and 3 are almost entirely composed of curves. These take a great deal of practice in order to get them balanced up evenly. Fig. 4 is about the hardest figure to make for beginners and should be watched carefully. Care should be taken not to get the centre cross-line too low. Note the top of Fig. 5 does not project as far to the right as the lower part. This is another figure which needs great care as it is the most used of all. The six and nine are composed of the same amount of strokes. All being curves, they need a great amount of practice. The 7, like the 4, is quite hard for beginners to balance up. Practice well the two exercises preceding it. Note that the top of the 8, while the same shape, is not so large.

If at any time you have difficulty in balancing a figure up properly, draw a square lightly with a pencil and place the figure inside as shown at the bottom of the chart. The three fives explains well the way out of this difficulty.

The dollar and cent marks should be practised just as thoroughly as any of the figures.

Collection of Cards and Price Tickets.

The collection of cards and price tickets in Fig. 4 give a fair indication

of what you should be expected to accomplish if you thoroughly master the lesson. You will note that every figure is in use along with the various styles of dollar and cent marks. The collection of small price tickets is easy for you to make, being simply cut out of plain white cardboard and ruled out with the same pen that is used to make the figures.

Many other designs and rulings can be used to make very attractive tickets. In making these rulings use the side of

For filling in this pen outline work, any brush will do that you may have. A cheap camel-hair brush will serve the purpose. I do not want you to get the good sable writers until we come to brush work, as the success of the work depends to a great degree on the proper care of the brushes.

The question of cardboard naturally arises as soon as card-writing is taken up, so this must necessarily be gone into at once. White board is the main color and this must be of a smooth coated finish. 6, 8 and 10-ply are the most popular weights, but many just use the 8-ply for all sizes of tickets. If you have frames in which to put the cards, the thinnest board will serve and be somewhat cheaper. This board can be bought wholesale in Canada from 4½ cents per sheet upwards, but a great deal depends on what quantities you buy and from whom it is procured.

This board is made for printing and lithographing use and comes in a regulation size of 22 x 28 inches. This cuts up economically into the sizes shown in Fig. 5. For ordinary store use the ¼ and ⅛ sheet sizes are most popular; ½ sizes should be used sparingly. The smaller sizes make neat price cards.

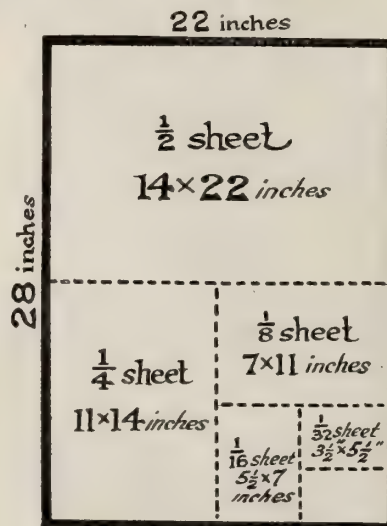


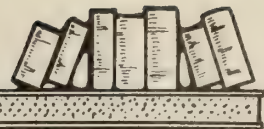
Fig. 5

the ruler that does not lay flat on the card. This will keep the work from being smudged.

The man who waits for outside forces to drag him up into a higher place will never get any higher than he is right now.



Books



Of Canadian Interest New and Forthcoming Books

"Recollections of Toronto of Old," by one of the older citizens of Toronto, W. H. Pearson, is a most interesting volume. The author is exceptionally well qualified to write a historical book about Toronto, because in his youth he was connected with the Toronto post office and made it a practice to keep old records as well as early directories and almanacs throwing interesting sidelights on life in Toronto in the early days.

Rev. Dr. Charles S. Eby, of Saskatoon, Sask., has written and published "The World Problem and the Divine Solution."

George F. Millner, author of "The Sergeant of Fort Toronto," is an Englishman by birth. He was born in Malmesbury, Wiltshire, within whose grey-walled abbey, King Athelstan of England, lies in stately stone effigy; and whose once hospitable walls sheltered the famous historian, the Benedictine monk, William of Malmesbury. The celebrated English philosopher, Thomas Hobbes also was born within the quaint precincts of this quiet town situated upon the Riven Avon.

The Millners removed to London when George was a lad of ten. He received his education at the hands of Doctor Pomeroy, head master of St. Stephen's National School, where he remained until sixteen years of age. Then, being of an adventurous and roving disposition, George Millner went to sea, visiting Egypt, the East Indies and the West Indian Islands, until his adventurous spirit brought him to South America, where he took part in one of the numerous revolutionary wars, that make life both exciting and uncertain in that region.

Having had his fill of adventure, Mr. Millner, still a young man, came to Toronto, married and settled down, and has filled the role of a peaceful Canadian citizen for the past twenty years. His recreation has been the study of Canadian history, particularly that of the history of the City of Toronto, which hobby, led him to write "The Sergeant

of Fort Toronto," purely a labor of love and an occupation for his leisure hours."

Three small books of verse by Canadian writers recently issued are: "At the Shrine and Other Poems," by Prof. Geo. Hebert Clark; "The Heart of Meadow," by Dr. O'Hagan, and "Lays, Lyrics and Legends," by W. A. Sherwood. Of the three the most pretentious volume is the collection by Mr. Clark, the professor of English in the University of Tennessee. He was born in England, but spent his youth in Canada. He is a graduate of McMaster University.

"The Ward of Tecumseh," by Crittenden Marriott, is a story of the war

of 1812, and of the part played in it by Indian allies of the British. The heroine has been left with the Indian chief, Tecumseh, in her childhood; her father was an adventurer who was supposed to have joined the Indian tribe of which Tecumseh was chief. Through the failure of other heirs, great estates had fallen to her father and his death being known, to the daughter, ward of Tecumseh. The hero, cousin of the missing girl, seeks to find her, and incidentally takes part in the defence of the nation in the war. How his quest is baffled by another distant relation, until through many perils, he finally saves the girl, is the romance woven into historical events.

Bookseller and Stationer's Record of Best Sellers

CANADIAN SUMMARY.

- | | |
|------------------------------------------------------------|-----|
| 1. Patrol of Sundance Trail. Ralph Connor | 134 |
| 2. Eyes of the World. Harold Bell Wright | 100 |
| 3. Wall of Partition. Florence L. Barclay | 33 |
| 4. Arcadian Adventures of Idle Rich. Stephen Leacock | 51 |
| 5. Innocent. Marie Corelli | 40 |
| 6. Bambi. Marjorie Benton Cooke... | 37 |

BEST SELLERS IN THE U. S.

- | | |
|----------------------------------------------------------|--|
| 1. The Eyes of the World. Harold Bell Wright | |
| 2. The Patrol of the Sun Dance Trail. Ralph Connor | |
| 3. The Witch. Mary Johnson | |
| 4. Kent Knowles "Quahang." Joseph C. Lincoln | |
| 5. The Honorable Percival. Alice Hegan Rice | |
| 6. Martha and Cupid. Julie M. Lippmann | |

PUBLISHERS' BEST SELLERS.

Copp, Clark Co.

Fiction.

The Sergeant of Fort Toronto.
The Way of the Strong.
Big Tremaine.

Non-Fiction.

Tik-Tok of Oz.
The Boy Mechanic.
The Grand Canyon.

War Books.

The War, 1914.
With The Allies.
Pan-Germanism.

S. B. Gundy.

Bambi.
Penrod.
When Ghost Meets Ghost.

Best Selling Non-Fiction.

The Memoirs of Admiral Lord Charles Beresford.
Romance of Preaching.
All's Love Yet All's Law.

Hodder & Stoughton.

Fiction.

Laughing Cavalier.
A Knight on Wheels.
His Royal Highness.

Non-Fiction.

Princess Mary Gift Book.
Bookman Christmas Number.
Graphic War Extra—First Phase of Great War.

Macmillan Co., of Canada.

Fiction.

The Wife of Sir Isaac Harman.
Mutiny of the Elsinore.
Saturday's Child.

Non-Fiction.

Belgium, Her Kings, Kingdom and People
Disraeli, Vol. 3.
German Empire's Hour of Destiny.

McClelland, Goodchild & Stewart.

Fiction.

The Raft.
Martha and Cupid.
The Green Curve.

Non-Fiction.

Germany and the Next War.
Secrets of the German War Office.
World Power.

Musson Book Co.

Fiction.

Auction Block.
A Soldier of the Legion.
The Pastor's Wife.

Non-Fiction.

Sunnyside Diplomatic Life.

Thomas Nelson & Sons.

Fiction.

The Red Wall.
Little Tickle.
The Riddle of the Sands.

Non-Fiction.

The Anglo-German Problem.
How Armies Fight.
Nelson's Atlas of the War.

J. M. Dent & Sons.

Fiction.

Blantyre—Alien.
Wesblock.
Quo Vadis (Wayfarer's Library).

Non-Fiction.

Epistles of Atkins.
Prophets, Priests and Kings.
German Enigma.

"Blantyre-Alien," is the title of a new work by Alan Sullivan, author of "The Passing of Oul-I-But." It is of peculiar interest because, written just before the war it depicts a large Canadian city under conditions which will not again arise for many years.

S. MacNaughton, author of "A Lame Dog's Diary," has written a new book entitled "A Green Englishman and other Stories of Canada."

The wide popularity of the works of Devendranath Tagore, is of importance in considering the Hindu philosopher's autobiography recently published.

"Wesblock. The Autobiography of an Automaton," is a somewhat unusual novel by Harry MacDonald Walters, a Civil Servant at Ottawa.

A qualified literary critic who saw the book in manuscript form describes it as "One of those odd books it is hard to classify. It is not fiction. It is a man's life, probably the author's under a thin veil of improvised names. This book is interesting in a way the author never intended it to be, for it is a complete exposure of himself, his personality, his tempers and caprices, his gentleness and eccentricities. Thus it is an odd, very human book, for in reading it we feel as though we were overhearing a man talking to himself about himself."

The 1914 Edition of the annual volume "Whose Who and Why," by C. W. Parker, of Vancouver, B.C., has recently appeared. Photographs are the feature of the book which contains 986 pages of biographies—one hundred more than last year. The volume reflects Canada's abundant opportunities and the manner in which they are being seized by new figures continually rising to eminence.

The 1915 edition of "The Canadian Women's Annual and Social Service Directory," edited by Emily P. Weaver, has just been published.



Good Holiday Book Trade in Montreal

Booksellers Expected a Frost But Were Pleasantly Disappointed—Rich Curtailed But Middle Class Increased Their Purchases.

Montreal, Dec. 28.—While Montreal booksellers and stationers had argued that books would be given more than ever for Christmas gifts there was an element of doubt in their arguments, which was made very evident in some cases by curtailment in buying. Those who had the courage of their convictions and bought liberally, have no cause for regret. Never were dealers more

surprised than on Christmas Eve. They were literally pushed off their feet by the tremendous rush of business.

The manager of the Foster, Brown Co., said, when speaking to a representative of Bookseller and Stationer: "I was astonished at the way people bought. The results far exceeded our most sanguine expectations. I had bigger cash sales and more charge accounts than last year, and 1913 Christmas was exceptionally good. I could hardly believe my ears. I offered poorly-dressed people gift books at \$3.75 to \$4.50, and was astonished to hear them say they would take two. Even shabbily dressed people bought expensive books. One asked me for a copy of Stevenson. I



FLORENCE M. BARCLAY,
Author of "The Wall of Partition."

showed him a copy at \$4.50, and he took it. The better class people seemed to curtail their buying, while the middle class seemed to buy more."

While it would seem that the booksellers took a considerable volume of business from the jewellers, yet the large jewellery stores were packed to the doors as usual. The remarkable thing was that expensive books sold best, cheaper lines taking a second place.

F. E. Phelan told Bookseller and Stationer: "Business started to be brisk on the Monday before Christmas, and never during our whole history was it so good. While we cannot say that Christmas Eve was our biggest day, it was a near ap-

proach to it. The number of purchases made was the largest. War books were favored as gifts, and those dealers who bought heavily in the better class war book have reason to be pleased. It's an ill-wind that blows nobody good, and war books have been a godsend to us. A book traveler was telling us the other day that he would have been in the hole this year, but war books had saved him."

There was a large call for Princess Mary's book, which sold at a dollar. One house sold 150 easily, and could have sold twice as many, but curtailed their orders because certain department stores featured it. They went like hot cakes as soon as put on the counter, many being bought to mail to friends in the United States, and for souvenirs of the war.

The Foster, Brown Co. state that "The Pastor's Wife," by the author of "Elizabeth and Her German Garden," was their best seller. Others for which they experienced a big demand were, Stephen Leacock's works, "Arcadian Ventures of the Idle Rich," "You Never Know Your Luck," the latter by Sir Gilbert Parker, and "A Traveler at Forty." Of non-fiction, good sellers were, "Memoirs of Lord Charles Beresford," the third volume of "Disraeli," and a translation of "Treitschke."

English illustrated papers continue to sell well. Anything with war pictures is in demand. Certain New York papers publish supplements twice a week, with photogravure process pictures, which are good sellers in this country. Juvenile sales were up to average during Christmas.



Four books by William Jennings Bryan, classed as "Messages for the Times," include these titles:—"The Message from Bethlehem," "The Royal Art," "The Making of a Man," and "The Prince of Peace." Lately issued devotional works are Dr. Jowett's "My Daily Meditation," a series of tabloid talks, comprising a spiritual meditation for every day in the year; "My Daily Prayer," by F. D. Meyer, with a short supplication for every day in the year; "The Proof of God," by Harold Begbie; "The Character Christ: Fact or Fiction," by Dr. William J. Lahmon; "Common Objections to Christianity," by C. L. Drawbridge; "Religion in an Age of Doubt," by Chas. J. Shebbeare; "The Lord's Return," by Jesse Forest Silver; "The Angel in the Sun," by Dr. John Balcom Shaw; "The Romance of Preaching," by Charles Sylvester Horne, and "The Problem of Lay Leadership," by Ernest Eugene Elliott.

Are Serious Books Being Neglected?

Question is Raised by An American Publisher Who is of That Opinion—Cites Proof.

IS the reading of serious books on the decline among Americans? George P. Brett, the well-known publisher, thinks that it is; and in an article in the November "Atlantic Monthly," he cites various proofs in support of his contention, and advances some reasons for the decline. The adoption of the "play method" of teaching children may, he thinks, be one of the principal reasons why, when they are older, boys and girls find books on serious subjects distasteful and uninteresting, if not positively incomprehensible. Then, too, the indulgence of American parents, who feel obliged to offer to their sons and daughters well-nigh unlimited opportunities for pastime and amusement, in place of hard study and instructive reading, accounts for a certain lack on the part of the rising generation of acquaintance with good literature. The result in later life is likely to be the development of a "butterfly habit of mind," which is too often apt to be satisfied with newspapers and cheap magazines, and which finds change and recreation in automobiling, dancing, golf, and in listening to mechanically produced music and in looking at moving pictures.

Mr. Brett's argument cannot be summarized in a paragraph; the foregoing is intended merely to indicate its drift. As a whole, the indictment is severe, and some of the counts are undoubtedly sound, even if one dissents from the general conclusion that books in these days have "lost the pre-eminence they formerly enjoyed as the principal, and for many people the only, means of whiling away pleasantly or instructively the unoccupied hours of life."

There are, however, reasons for the decline in the buying and reading of serious books which lie outside those cited by Mr. Brett, and which deserve consideration. In the first place, the conditions affecting the publishing of books and the reading public as well have changed enormously in the last forty or fifty years. In those remote days young people had some respect for authority, for the opinion of their elders, at least so we are assured by those same young people, now that they are grown up to mature and ripe age. They then read serious books as a matter of duty, when they would perhaps have preferred to read Mayne Reid and Oliver Optic. Nowadays, however, young people have lost, as a class, much of the reverence which their fathers and mothers had for the tradition which associates the reading of serious books with the possession

of general intelligence, and are not made to feel any sense of obligation to read such books. In these days a book, to hold their attention, must have in it what in college and preparatory school circles is designated, we believe, as "pep." Librarians, moreover, tell us that the boy and girl of to-day demand stories treating of contemporaneous life—of the ever-interesting problems growing out of the complex and constantly changing social and economic conditions of the present. To these young readers who have all of life before them the novels and romances of Dickens, Scott, Cooper, and Hawthorne deal with a remote, unknown, and uninteresting past, and they find these classics interminable in length, slow in action, and dull in character.

Moreover, forty-odd years ago the publication of a new book was an event, and only books of importance got themselves published. There were not more than eight or ten publishing houses of rank in the country, and the yearly lists of books published by these houses were as small in numbers as they were choice in quality. A new book in those days was something that every person of intelligence, if he would hold his own in current talk, had to read, whether it was "Our Mutual Friend," "The Moonstone," "English Traits," "The Marble Faun," or "The Origin of Species." One must remember, too, that in that time there were only about half a dozen monthly magazines; that, with very few exceptions, the weekly periodicals were mainly religious and frankly denominational in character; and that the huge Sunday newspaper was still in the future.

Contrast those conditions in a population, say in 1870, of thirty-eight and a half millions with the conditions prevailing to-day with a much more heterogeneous population of perhaps a hundred millions. In 1913 there were published in the United States by American authors 243 works on philosophy, 633 on religion and theology, 886 on sociology and economics, 676 on law, 615 on science, 617 on applied science, 476 on medicine and hygiene, 428 on poetry and the drama, 429 on biographical and genealogical subjects, 413 on history, 359 on geography and travel, 383 on agriculture, 337 on general literature, essays, etc. 207 on business, and, for books of a lighter character, 790 works of fiction and 500 books for juvenile readers. Altogether there were 9,085 works by American authors. In addition, more-

over, to these books of native origin, there were 677 works by foreign authors, mainly English, which were re-manufactured and presumably copyrighted in this country, and no fewer than 2,468 works of foreign origin which were imported in editions of varying sizes into this country. The grand total, therefore, of all books published in and imported into the United States in 1913 was 12,230—an average of thirty-three books for every day of the year. If there were any way of learning how many of these books would be "alive"—that is, still in demand from the public—three years after publication, the percentage would, we are inclined to think, be surprisingly small.

Contemporary with this enormous expansion in the book-publishing business there has been a corresponding increase in the number, size, and influence of periodicals, weekly and monthly, together with the appearance and gradual enlargement in scope of the Sunday newspapers throughout the country. If, therefore, with due allowance for the difference in population, it is true that serious books are in less demand to-day than they were half a century or so ago, one of the chief causes for the decline, in the opinion of the Outlook, can be found in the enormous circulation week by week and month by month of the better class of periodical literature, in which is to be found the cream of the best books of the year in biography, autobiography, travel, essays, and even in fiction, while the scope of some of the weekly periodicals is sufficiently broad to include a record of the progress that is made from time to time in theology, sociology, and even in applied science. And, subjected to the test not of literary interest but of general intelligence, the average man of to-day, with these new sources of information within his reach, would compare not unfavorably, we think, with the man of fifty years ago.



FARRINGTON PHILOSOPHY.

To act independently with a customer is to give the impression that you don't care whether he buys or not. In such a case he usually will not.

Don't insist on doing anything the good old way you always have done it if a better way has been discovered.

Can a stingy man get the reputation for running a store in a generous way and with a generous policy? Will a stingy man ever run a store in that way?

It is all right to follow the "Fight it out on this line if it takes all summer" policy unless there is some other line you can adopt that will prove easier going.

BOOKS RECEIVED.

The Canadian Almanac, by A. W. Thomas. Toronto: Copp, Clark Co., cloth, \$1.

The sixty-eighth edition of that indispensable publication, the Canadian Almanac, has come to hand with the arrival of 1915. This year's volume embodies all the features of past editions, all the various tables being revised and brought fully up to date, and, besides, supplies much new information in connection with the war and other recent developments. The chapters concerning the British army and navy and Imperial finance have been expanded to cover the new situation, and in addition to the usual militia list there is a list of officers of the first Canadian expeditionary force, arranged according to their respective units.

A synopsis of the new Workmen's Compensation Act is another valuable innovation in this year's almanac.

Wealth From the Soil C. C. Bowsfield. Chicago: Forbes & Co. Cloth, \$1.00.

Assuming that there are thousands of men and women in the larger cities who desire to own land and have their residence in the rural districts, which is a fact, Mr. Bowsfield has undertaken to aid them in the proposed movement, "back to the soil." He has made an entertaining book, combining practical directions for farming with a spirited and optimistic discussion of the whole subject of agriculture.

Foreigners' Guide to English, by Azniv Beshgeturian. Yonkers, N.Y.: The World Book Co. Cloth, 60 cents.

This is a book designed for teaching English to foreigners in night schools. It is based on the object and action method and is the result of the author's successful experience in the evening schools in Boston. The grading is very carefully done and the vocabulary is chosen with a view to the needs of the adult foreigner. A large amount of practice is given in simple English. The volume is notable for the direct conversational tone of the reading matter. There are two hundred and sixty-one illustrations of objects and actions.

The Evidence in the Case in the Supreme Court of Civilization as to the Moral Responsibility for the War. By James M. Beck. New York: Putnam's. Cloth \$1.00.

The volume presents an analysis by an able American jurist, who was formerly Assistant Attorney-General of the United States, of the evidence presented in the official papers, British, German, Russian, and Belgian, in regard to the causation of the War. The conclusions presented by Mr. Beck have been accepted by leaders of thought on both

sides of the Atlantic as constituting a most notable contribution to the literature of the War.

Germany's Great Lie, by Douglas Sladen. Toronto: Musson. Cloth, 75c.

In this volume the official German justification of the war is exposed and criticized. This German book was printed in English and circulated under the title of "Truth About Germany," with the object of influencing America against Great Britain.

War and the Empire. Col. Hubert Foster. London: Williams & Norgate. Cloth, 2s. 6d.

The author sets forth that Imperial Defence includes the defence of the British Isles as well as of the outlying Dominions; the principles which are being applied in the present struggle, and the principles which should be worked for in the future. He explains why we must pour troops into the Continent, and treat incidents like the "Emden" as of but minor importance, if we are to defend ourselves effectively. The author's official experience in Australia, Canada, the United States, and at home peculiarly qualifies him to write on the subject.

The Kaiser, 1859-1914. By Stanley Thaw. London: Methuen. Cloth, 1s.

This volume is an abridgement and revision of a large illustrated volume entitled "William of Germany," published in 1913, with an additional chapter bringing the history of the Kaiser down to the great war.

Nietzsche. By J. M. Kennedy. London. Werner Laurie. Paper, 1s.

"The aim of my philosophy is, who is to be master of the world? My philosophy reveals the triumphant thought which all other systems of thought must ultimately go under. It is the great disciplinary thought: those races that cannot bear it are doomed; those that regard it as the greatest blessing are destined to rule."—Nietzsche.

The Supreme Duty of the Citizen at the Present Crisis. By Lord Roberts. London: Williams & Norgate. Paper, 3d. net.

Referred to elsewhere in this issue.

The Fall of Canada. By George M. Wrong. Toronto: The Oxford University Press. Cloth, \$2.00.

This is a chapter in the history of the Seven Years' War, covering one year of history in a colony that contained less than a hundred thousand Europeans. The topic of the volume is the transfer of Canada from French to British sovereignty—a vital event in the history of the British Empire. The few French in America in 1760 have developed into

nearly three million people scattered over both Canada and the United States. They have since clung to their own type of social life which they had already developed in the time of the action of this record of events. To-day, as the author points out, this is one of the factors of life in Canada which cannot be ignored.

Boy Scouts and What They Can Do. London: Oldfield. 1s. 6d. net.

A resume of the Imperial Scout Exhibition and Rally at Birmingham in July 1913, with an introduction by the Chief Scout, who begins by quoting a working man who visited the exhibition: "There doesn't seem to be a ——— thing that these boys can't do." This is a striking if not a cultured method of impressing people with the extent of the exhibition.

Four Plays, translated from the French by Barrett Clark. Cincinnati: Stewart & Kidd. Cloth, \$1.50.

The plays are "The Fossils," a play in four acts by Francois de Curel; "The Serenade," a Bourgeois study in three acts by Jean Jullien; "Francoise Luck," a comedy in one act, by Georges de Porto-Riche; "The Dupe," a comedy in five acts by Georges Ancey.

These plays have been produced at the "Free Theatre," in Paris, by Antoine. The Free Theatre was to the French drama of the past quarter century what the Reformation was to Christianity; Andre Antoine was its Martin Luther. To Antoine it appeared that the drama of his day was fettered with conventions of style, technic and subject-matter, to such an extent that young dramatists with new ideas and new ways of expressing them, had little or no opportunity to produce their works.

The Complete Tale of Humpty Dumpty.

By Dorothea Corbould. London: F. Warne & Co. Art boards, 1s. net.

The book has an inlet cover picture and is illustrated with 32 pictures in color by Walton Corbould.

Hop O' My Thumb and Beauty and the Beast. London: F. Warne & Co. Demy 4to. 1s.

Each book has eight full colored plates and text fully illustrated by H. M. Brock.

The Children's Story of the War, by Sir Edward Parrott. Toronto: Nelson's. Paper, 5c.

Dealt with elsewhere in this issue.



Put the best that is in you in your newspaper advertising. Remember you must say something that will not only attract attention, but create a desire to possess that which you advertise.

Latest Books Dealing With the War

New Titles Should be Strongly Featured in Special War Book Table Window Displays—War Helps Sale of Magazines.

IN the following pages giving information about books of war interest and about some of the countries engaged in the conflict, there are data that can be used to advantage by the retail bookseller in creating sales. It would be advisable for the dealer to have a separate table devoted to such books. War book tables have proved good business getters in stores, forming a centre of interest that impels people who see it to come back again and again. A window of war books will prove similarly beneficial. These displays should be helped out by attractive show cards strikingly worded.

On Rifle Training.

In "Rifle Training for War," by Ernest H. Robinson, the subject is dealt with from a practical point of view, ignoring almost entirely the bull's-eye-getting of the rifle club method of teaching shooting, taking up such useful subjects as eye-training, the use of the miniature rifle as a direct introduction to the service rifle for war purposes. It contains hints which the expert need not disdain.

In "The Barbarism of Berlin," G. K. Chesterton begins by taking to task the high-minded peace lovers for their negative attitude, and then delves straight into the terrible truths which led to the present tragic situation. His purpose is nothing less than locating, after more than one hundred years of recriminations and wrong explanations, of the poison from which the poisonous doctrine has flowed, leading to the present European catastrophe.

Shows Up Germany.

"The Refounding of the German Empire, 1848-1914," by Colonel G. B. Malleson, C.S.I., has been brought out in a new edition, with an additional chapter by Norman J. Davidson, B.A., bringing the story up-to-date and giving a short and lucid account of the causes which led to the present war, and which made the armed intervention of Great Britain inevitable.

India and the War.

Bhupendranath Basu has written "Why India is Heart and Soul with Great Britain," which should command a wide appeal as a representation of the views of India, which has been a question of grave concern in many quarters.

Mrs. Barclay's War Story.

A story by Florence M. Barclay, author of "The Rosary," has just been brought out under the title of "My

Heart's Right There," being based upon the present war. The title will be recognised as the last line of the British soldiers' marching song, "It's a Long, Long Way to Tipperary."

Viscount Bryce's Book.

Written with full knowledge by a distinguished Englishman to dispel vulgar prejudices and to help kindred people to understand each other better, Viscount Bryce's work, "Neutral Nations and the War," is in a sense an embassy of peace, and he takes the stand that the faith of treaties is the only solid foundation on which a temple of peace can rest.

Treitschke.

A second volume of "The Essays of Treitschke" has been issued, in which are presented the author's conclusions of A World Policy (Welt Politik) and on the Duty and Mission of Prussia and of Germany.

Historic Fights.

"Famous Land Fights," by A. Hil-liard Atteridge, forms a companion volume to J. R. Hale's "Famous Sea Fights," and is of more than novel interest and importance at this time, when the greatest armies that ever met in history are engaged in the most titanic struggle the world has ever witnessed on the east and west frontiers of Germany, with such armament as never before were employed in battle. The work attempts to trace the development of land fighting from the days of early tribal warfares to the great conflicts of "nations in arms" of our own day.

Germany Next.

A new book for the man at the front is "The Soldiers' English-French Conversation book, by Walter M. Gallichan. It will be useful for the British soldier in France and Belgium, and it is hoped that a companion volume will be brought out for the British soldier's use in Germany.

Field Marshal's Despatches.

It is interesting to announce that Sir John French's famous despatches have been issued in permanent form, being the full reprint of the Field Marshal's official despatches of the battles of Mons, Marne and the Aisne, illustrated by means of maps specially drawn by G. F. Morrell.

Wells on the War.

A series of eleven articles are included in a volume entitled "The War That Will End War," by H. G. Wells. Written as they were in the excitement of the

first few weeks of the war, there are in them certain things which one cannot but feel the author would change on reflection, and one of these is a savage and unjustifiable attack on Norman Angell, because the latter does not see honor and glory in war. Mr. Wells' chief hope for the ultimate peace of the world is the nationalisation of all armament firms, so that the manufacturer of instruments of war for private gain would cease forever.

Newspapers and Magazines, Too.

Not only with books, but with newspapers and magazines, too, war interest may be taken advantage of as a selling help.

Put the war literature before the people where they cannot help seeing it. Arrange displays that will attract attention and advertise you as an intelligent dealer who knows what people are talking about what they want to read.

Have all the war periodicals and those magazines that are featuring the war placed so conspicuously that they cannot fail to catch the eye. Display such periodicals to show the inside pages with pertinent articles and illustrations. Keep informed as to what magazines are going to print articles that will interest your customers.

Have a list of the war magazines that are in demand as well as the periodicals that are featuring war articles, and be prepared to keep up with the ever-changing demand. Keep posted as to the forthcoming numbers so that you may regulate your orders.

New issues in the series known as "Our Fighting Forces" and "Britain's Great Men," both by Edgar Wallace, have recently been issued: "Famous Scottish Regiments" in the former, and "Sir John French and His Campaigns" in the latter series.

Other New War Books.

What has been described by one reader as "the best exposition of the war which has come to my attention," is "The Cause of the War," by Charles Edward Jefferson, pastor of Broadway Tabernacle, New York City, which has been issued in a paper edition at 25c and boards at 50c.

"The King's Indian Allies," by Saint Nihal Singh, deals with the co-operation of the Indian soldiers with the allies in the hottest fighting of the present war. Canadians will be sure to want to know more about these famous supporters of the British Empire. The author, him-

self an Indian, won from the late W. T. Stead the praise of being the greatest journalist of his day.

Three addresses given in Sheffield, England, on October 31st, September 31st, and 2nd, by H. A. L. Fisher, vice-chancellor of the Sheffield University, have been published in a volume entitled "War: Its Causes and Issues."

The war adds interest to two books about the British army, by F. A. M. Webster. They are: "From Recruit to Firing Line," being the record of a day in the life of a soldier in peace and war, and "Britain's Territorials in Peace and War." These books come in 1s. and 2s. editions.

Mrs. Bellée Lowndes has written "Told in Gallant Deeds," a child's history of the war. In her preface she writes: "There are thousands and thousands of little children who will look back all their lives to this war as their first important recollection, and this book is an attempt to ensure that this memory shall be touched to noble issues—that it should be first and foremost a memory of deeds as gallant as any that have ever been inscribed in Christendom's long roll of honor."

The proprietors of Punch have opened a fund for the distribution of posters, leaflets, and lantern slides, designed to help recruiting and discourage "treating," and appeal for money to carry on and extend these most deserving objects.

Mr. Anthony Hope Hawkins tries, in his "New (German) Testament" to exhibit—tersely and without temper—the salient principles of the Prussian politico-military philosophy, and to show what its triumph would mean to the world.

A volume of naval poems entitled, "Cleared for Action," by Howard Steele, has just been published. Mr. Steele is a Canadian writer with a great enthusiasm for the British Navy, and his stirring verse will be peculiarly welcome at the present time.

"Nietzsche—The Preacher of War," a new edition, at 1s. net, of Helen Zimmer's translation of Nietzsche's "Beyond Good and Evil: Prelude to a Philosophy of the Future," is one of the books by the man who has had so much influence in moulding the modern German blood and iron mind.

"The Nations of Europe: the Causes and Issues of the Great War," by Charles Morris. This volume gives thrilling stories of the nations involved in the present conflict, of their former wars, how and why they were fought, with what consequences. It gives the absorbing account of the lives of the great patriots and leaders of modern Europe. It traces the development of the wonderful science of modern war-

fare, describes the countries of Europe, their people and customs and the stage upon which this titanic struggle must be fought on land and sea.

In the new war play by J. M. Barrie entitled "Der Tag," in book form, Sir James has added the sub-title, "The Tragic Man." The play, which consists largely of a dialogue between the German Emperor and a Spirit of Culture, interprets the German attitude toward the fundamentals of civilization and prophecies the tragedy of the Kaiser's future after the war has worn itself out. The play was produced in London on Dec. 21. Two performances were given and at both the theatre was crowded with an enthusiastic audience.

The Strand War Game is a novelty inspired by the war which is described as an exciting and fascinating game.

"Germany's Case Tried in Court," another book by Hon. James Beek, logically and clearly defines Germany's responsibility for the war.

"The Standard History of the War," recently issued, comprises official despatches of General French and staff. Number 1 includes the war up to the battle of the Aisne.

"The Boys' Illustrated Book of the War," is a plentifully illustrated book with information as to what the war is about, how the army fights, the navy and its work, war in the air, big guns and the torpedo terror.

Stirring tales from the front are given in "War Stories of Private Thomas Atkins," giving selections from personal letters from the front.

A notable new war book is "Prussianism and its Destruction," by Norman Angell.

A book which is described as "the Bernhardt of the Seas," is Baron von Edelsheim's book "Operations Upon the Sea" setting forth plans for a German invasion of England by sea. The author is a member of the German general staff and the book was written before the outbreak of the war, but its publication was suppressed by the German authorities.

"The Green Curve" is a book of soldier's war tales by Swinerton, the chief of the intelligence staff of the British Army at the front. He is the writer of

the dispatches seen in the newspapers signed "Eye Witness."

"The Boys' Book of Famous Regiments" includes reference to the Canadian regiments which are represented at the front.

In Arnold Bennett's "The Log of the Velsa," considerable attention is paid to well-known towns in Belgium, Holland and France, is an edition de luxe and an especially fine gift volume, a particular point of merit being its fine colored illustrations.

"The War, 1914," a history and an explanation for boys and girls by Elizabeth McNeill, gives the story of the War up to the fall of Antwerp. It aims at telling interestingly all the things which the children most want to know. It outlines clearly the causes of the war and the methods of fighting. It recounts plainly the development of events from the beginning, and it enlarges vividly on the outstanding deeds of heroism which have redeemed the gloom of the struggle.

"The Primer of the War," by J. William White, is a lucid presentation of answers to vital questions affecting the causes of and responsibility for the war. It was primarily intended for American readers, but will have a strong appeal in this country as well.

A book of poems by Reginald Wright Kauffman dwells on Belgium and her unfortunate situation during the present calamitous European disturbances. Mr. Kauffman was in Belgium at the outbreak of the war, and is one of the few writers of verse in the history of poetry to get his inspiration in the actual battlefield.

A War Book for Children.

The Children's Story of the War by Sir Edward Parrott tells how the war arose, why Britain came to take part in the contest and gives a continuous narrative of all the great events in the struggle, dwelling mainly on those incidents of heroism and self-sacrifice which specially appeal to children. At the same time, and without detracting from the vivid interest of the story, it supplies historical and geographical information necessary to a proper understanding of the subject.

The book will appear first in weekly parts, which may be bound up when the book is complete. Each part consists of 16 pages, clearly printed on good paper with all the necessary maps and plenty of illustrations.



It is far better, as a rule, for the enterprising retail stationer to spread his capital over a varied stock, even though a less discount is obtained on the staple order.

BOOKSELLER & STATIONER is ready to give you additional information by return mail about any book or author mentioned in these columns. Keep posted. Address: The Service Department.

Bookseller & Stationer,
143-153 University Ave., Toronto, Can.

BOOKS ABOUT RUSSIA.

"Russia," a pretentious volume by Sir Donald Mackenzie Wallace, is considered an authoritative work and has stood the test of time. The latest edition contains new maps, showing the zones of vegetation and mineral deposits, as well as the density of population. The text as revised contains later political and national events including the Russo-Japanese war and its consequences, recent revolutions, the rise of the Duma, growth of popular privilege and Russia's foreign policy.

Count Paul Vassili's "Behind the Veil at the Russian Court," tells a vivid story of the inner secrets of social, political and imperial life in Russia. The diary in which it is staged stretches from the time of the Crimean war up to the present time.

In "The Tzar and His People: Our Russian Ally," Sir Donald Mackenzie Wallace records the first-hand experience of one who has known Russia and Russians for more than forty years and this work answers the doubts of those who may be disturbed by our present alliance with a one-time foe. He tells of political and social progress under the present ruler of the Russians and gives reasons for thinking that the conflicting interests of the two empires are not so irreconcilable as they have so often been represented. A significant revelation is that at the time of the South African war, the Czar himself turned a deaf ear to certain proposals for clipping Britain's wings.

A Plea for Russia

Another admirable pamphlet for every reader is Prof. Vinogradoff's "Russia: the Psychology of a Nation. It is an eloquent appeal for a better understanding of Russia. The forcible plea is made that, if we regard Russian literature, we find it full of sympathetic idealism—and a nation which prizes highly writers so humane cannot typically be called barbarian.

"Through Siberia: The Land of the Future," by Dr. Fridtjof Nansen, is a descriptive book illuminated from a series of remarkable photographs taken by the author.

"What I Saw In Russia," by Maurice Baring, is made up from three of the same author's earlier books, containing those sections which the author regards as of permanent interest. They provide an interesting picture of modern Russia.

In considering books about Russia a volume that should be featured to advantage in appealing to juvenile readers is "Our Little Russian Consins."

Two books about Russia of outstanding interest are "Home Life in Russia" by Dr. A. S. Rattabort, and "Provincial Russia," by Stewart and De Haenan. Both of these are editions de luxe with numerous pictures in colors.

In considering books about Russia, one not to be overlooked is that in "The Peeps At Many Lands" series.

"The Life Story of a Russian Exile," by Marie Sukloff, tells of a peasant childhood of bitter poverty, an awakening, at the early age of thirteen, to the wrongs around her, arrest at seventeen for her revolutionary sympathies and activities, exile to Siberia, a dramatic escape, arrest again and life sentence to Siberia, illness, suffering, escape once more, Europe, America, the United States—this is the meager outline of the experiences of this Russian girl, one of the very few condemned to exile in Siberia for life who have escaped and lived. There are thirty-two illustrations from photographs.

A London writer says: The natural demand for information about the Russian people has caused a little boom in the books of Stephen Graham, including "A Vagabond in the Caucasus," "Undiscovered Russia," and "Changing Russia." They give a better idea of the real people of the Czar than any recent books, largely because Graham endures any privation to get to the heart of things. Over here he is known as an intellectual vagabond, and he is as popular as he is brilliant. His father edits "County Life," and the son might have taken a leading place in journalism. But one day his desk chair was empty. Graham had vanished to Russia. Here he found his own field and became the leading authority on the Russian peasant. He tramped in disreputable clothes, fraternized with students; he even went with Russian pilgrims to Jerusalem, and with Russian emigrants to America in the steerage and across the country to their destinations.

A volume dealing with the mobilization of the Russian army and its operations in the early months of the war is "The Russian Advance," by Marr Murray, being a volume which is free from the fault of hero worship that has characterized some of the earlier books dealing with Russia. It brings out a strong and convincing case for the Russian as a soldier and a man. Mr. Murray contends that Russia's allies must expect no miracles, because the task is one of extraordinary difficulty. The march to Berlin, Mr. Murray forecasts, when it comes will be by way of Cracow and Breslau.

BOOKS ABOUT FRANCE.

"Understanding the French," by Rollin Lynde Hartt, is a friendly and comprehensive study of the every-day living charm of modern French life of Paris and the Provinces, written from the vantage point of the artist beguiled by the varied beauties and harmonies and from a writer's intimate knowledge of the backgrounds of literature and history. Mr. Hartt is here concerned more with people than places, and he pictures the enviable qualities of the Frenchman at home, the little courtesies and urbanities, the variety and vivacity of street life, social diversions and hereditary distinctions, morals and education, the national cleverness and thrift; in short, the living France, the faults and omissions of which the author explains by close character analysis.

A new and popular priced edition of Lawrence Jerrold's book "The French and the English," has recently been issued. This is a masterly study of the relations of the two parties to the *Entente Cordiale*.

"France Herself Again," by Ernest Ginnet, has been referred to as the French Bernhardt, and is a brilliant study of the regeneration of France. There is a chapter on France's needs and aspirations in the hour of victory.

"France," by Gordon Home, is a De Luxe volume containing full page illustrations in color.

Verdun, Strasburg, Metz, Nancy, Toul, Chalons-sur-Marne, Boulogne — places which the operations of the war have made of exceptional interest, all figure in Elise Whitlock Rose's volume "Cathedrals and Cloisters of Northern France." The very names at once arouse anticipation, and the reader is eager to know all about them.

"France From Behind the Veil," by Count Vassili, is a companion volume to the author's similar book about Russia. It embodies remarkable experiences of the inner, social and political life of France in the last half century, beginning with the meteoric career of Napoleon III., and his lovely Andalusian wife the Princess Eugenie, and there are some interesting revelations about such cases as the Panama scandal and the Boulanger and Dreyfus affairs.

In Quebec, of course, books published in French have a big sale, but even in the English speaking provinces, the war interest can be depended upon to promote the study of French and consequently books published in the French text will command a much greater sale than heretofore. Mention may be made in this connection to *Le Siege de Paris*, by F. Darey, the story of Paris in 1870, and to Hilaire Belloc's "The Path to Rome," describing a pilgrimage from

Fort St. Michel, near Toul, to Rome, his road being past Epinal, Remiremont and Belmont, up the valley of the Moselle and through Lorraine, passing from one great garrison to another all the way down the frontier.

"Felicity in France," by Constance Ward, is a fascinating guide book to the French countryside. The perfect sympathy with and understanding of the French people makes it an ideal traveling companion.

A volume of human interest is John U. Higginbotham's books "Three Weeks in France." For juvenile readers an interesting volume is "Our Little French Cousins."

Another book that should appeal strongly is "Rambles Around the French Chateaux," by Frances M. Gos-tling.

There is an interesting volume about France in the Peeps at Many Lands series, the volume containing twelve full page illustrations in colors.

"France," by Cecil Headlam, contains thirty-two full page illustrations and photographs in addition to smaller illustrations in the text.

Another important volume about France is "The Growth of the French Nation," by Geo. G. Adams.

"John Bull in France," by Leon Delbos, gives French as it is spoken for use by travellers and others who have business in France.



BOOKS ABOUT BELGIUM.

"The Case of Belgium in the Present War" published at 25c is an account of the violation of the neutrality of Belgium and the laws of war on Belgium territory. In this connection it is well to refer again to the volume by John de Courcy MacDonnell, mentioned in the last number of Bookseller and Stationer, entitled "Belgium: Her Kings, Kingdoms and People."

There is a volume about Belgium in "The Peeps at Many Lands Series," and like the other volumes, it contains twelve full page illustrations in color.

"What Europe Owes to Belgium," is the title of a pamphlet by H. W. C. Davis, which has just been published.

Taking advantage of the interest created by the war in promoting the sale of books to juveniles, attention should be directed to the volume, "Our Little Belgian Cousins," and for adults a book that should interest many is "Three Weeks in Holland and Belgium," by John U. Higginbotham.

For Belgian Relief.

"What of To-day?" is the title of Father Bernard Vaughan's new book, which comprises a series of fearless declarations upon such modern themes as the cant of culture, the decadent anti-conventionalist, the shrinking of marriage-duties, race suicide and other vital subjects. Some very interesting declarations on the subject of the present war are also contained in the volume, amongst other features being two letters from Lord Roberts written recently to the author. The proceeds of the book will be applied by Father Vaughan to the relief of Belgian refugees.



RECENTLY COPYRIGHTED BOOKS.

With a view to saving valuable space and at the same time preserve the alphabetical arrangement of book titles so essential for ready reference by the busy bookseller, numbers are used to indicate the respective publishers' names. The following are the numbers used and the respective publishing firms to which they refer:

- (1) Bell & Cockburn.
- (2) William Briggs.
- (3) Cassell & Co.
- (4) The Copp, Clark Co.
- (5) J. M. Dent & Sons.
- (6) S. B. Gundy.
- (7) Hodder & Stoughton, Limited.
- (8) Thomas Langton.
- (9) The Macmillan Co.
- (10) McClelland, Goodechild & Stewart.
- (11) McLeod & Allen.
- (12) Musson Book Co.
- (13) Thos. Nelson & Sons.

Fiction.

- A Walking Gentleman.** James Prior. (13) Cloth, 20c.
- Brothers.** H. A. Vachell. (13) Cloth, 20c.
- Keeper of the Door.** J. J. Bell. (6) Cloth, \$1.25.
- Man of Iron, The.** Richard Dehan. (6) Cloth, 1.25.
- White Heather** William Black. (13) Cloth, 20c.

Non-Fiction.

- A Primer of the War.** J. William White. (4) Paper, 25c.
- Art of the Low Countries, The.** W. R. Valentiner. Translated by Mrs. Schuyler Van Ruesselster. (12)
- Bookman Xmas Number, The.** (7) Cloth, \$1.
- Britain in Arms.** Webster (5).
- Britain's Record.** Chatterton (5).
- British Army From Within, The.** Ex. Royal Army. (7) Cloth, 75c.
- California.** Gertrude Atherton. (12) Cloth, \$2 net.
- Country Houses.** Aymar Embury. (12) Cloth, \$3 net.

- Daily Chronicle War Books, The.** No. 2. Great Battle of the Great War. (7) Paper, 35c.
- Daily Telegraph War Books, The.** (7) Cloth, 35c.
- Early American Churches.** Aymar Embury. (12) Cloth, \$2.80 net.
- Fall of Canada, The** George M. Wrong. (6) Cloth, \$2.
- Famous Fights of Indian Regiments.** (7) Cloth, 35c.
- Fifteen Chapters of Autobiography.** Rt Hon. G. W. E. Russell. Autobiography (13) Cloth, 35c.
- From Recruit to Firing Line.** Webster (5).
- Handbook of Kipling's Verse.** Ralph Durand. (7) Cloth, \$3 net.
- In That Old World Which is the New.** G. A. MacKenzie. (12) Cloth, \$1.25.
- Joseph Chamberlain — An Honest Biography—Revised and enlarged.** Alexander Mackintosh. (7) Cloth, \$3.
- Macmillan War Pamphlets, The** (9)
- Microscope, The.** W. M. Webb. Hobby Books. (13) Cloth, 35c.
- New Tales of Old Times.** W. E. Sparkes. Juvenile. (13) \$1.25.
- Pageant of English Literature.** Sir Edward Parratt. (13) Cloth, \$2.
- Pan Germanism.** Professor Usher. (4) Paper, 75c.
- Paris War Days.** Charles Inman Barnard. (4) Cloth, \$2.
- Princess Mary's Gift Book.** (7) Cloth, \$1.
- Romance of the Beaver.** By A. Radcliffe Dugmore. (1) Cloth, \$1.75.
- Story of the "Victory," The.** By Geoffrey Callender. (13) \$1.25.
- Stranger's Pew, The.** By Thomas Nelson Page. (4) Cloth, 50c.
- The Nations at War.** Jane (5).
- The Son of the Prefect.** Sears. (4) Cloth, \$1.25.
- The War, 1914..** Elizabeth O'Neill. (4) Cloth, 50c.
- Through Siberia.** Dr. F. Nansen. (1) Cloth, \$5.
- War 1914, The.** Elizabeth O'Neill. (4) Stiff Boards, 50c.
- Wayfarers Library—Grandchildren of the Ghetto, Zangwill; Under the German Ban in Alsace-Lorraine, Betham Edwards; The Master Beggars of Belgium, Cope Cornford; A Christmas Carol, Dickens; The Cricket on the Hearth, Dickens. (5) Cloth 25c.**
- Wild Turkey Hunting.** Edward A. McInthenny. (12) Cloth, \$2.50 net.
- With the Allies.** Richard Harding Davis. (4) Cloth, \$1.
- With the Royal Army Medical Corps at the Front.** E. C. Vivian. (7) Cloth, 35c.
- Year Book, 1915.** (Nelson's). Scottish Provident Institution. (13) Cloth, 20c.

Another Big Change Among Toronto Publishers

Oxford University Press Spreads Out While Youngest Publishing House Passes Out—Mr. Bell and Mr. Henry Now "Oxonians."

ANOTHER important change among the publishing concerns in Toronto, has just been consummated and it is one of considerable proportions, being the outcome of the winding-up of the firm of Bell & Cockburn, which has been so prominent in the publishing field in the past three years, but which, by reason of conditions chiefly brought about by the war, with the consequent financial stringency, forced that young concern to pass out. That there will not, however, be a complete severance of relations by Mr. Bell is assured by the announcement just made by Mr. S. B. Gundy to the effect that on January 1 both Mr. Bell and his senior traveller, Mr. John Henry, had joined the staff of the Oxford University Press.

The Canadian representation of John Lane, of London and New York, will probably be transferred to Mr. Gundy

enthusiastic and in fact was the centre of the greatest sort of a stir and commotion about the home of the Oxford University Press with its usually sedate and old-world atmosphere. Carpenters were busy arranging a commodious new office adjacent to that of Mr. Gundy, to be occupied by Mr. Bell, and putting in a stairway through to the spacious floor above, which will be required to accommodate the new programme of the concern.

"This is just the sort of an opportunity for which I have been waiting," said Mr. Gundy. He considered it a logical outcome of his method of business expansion, that is to spread out when the time is ripe. "My ambition is to make this the home of all that is best in literature."

For ten years the Canadian branch of the Oxford University Press has had a successful career and with this latest development promise is most bright for the future in the field of fiction and general book publishing.

Mr. Bell will be given a wide scope to exercise his marked ability in the book world and considered all round, the new arrangement should work out to general betterment in the Canadian book trade.



Calcroft Toys is a new toy manufacturing concern, established in Calgary, Alberta.

A new manufacturing concern in Toronto, capitalized at \$100,000, is the Paste Co., of Canada, Ltd., who will carry on business as manufacturing chemists and dealers in adhesives.

With a varied stock, even though a comparatively small amount of each line be carried, there is a correspondingly better chance of pleasing customers and building up business. That means a quicker, rapid turnover and less deterioration of goods.

Since the death of L. S. Livingston, there have been inquiries as to the future of "American Book-Prices Current," which has been, since its beginning, edited by him. Arrangements have been made which will insure its publication for the future on the same high plane of excellence. Victor H. Paltsits, now Keeper of Manuscripts in the N. Y. Public Library, and formerly State Historian of New York, will be the general editor. His name, experience and reputation as an expert bibliographer, are sufficient guarantee that the work will be thoroughly well done.

LIVE FIRM INCREASED BUSINESS IN 1914

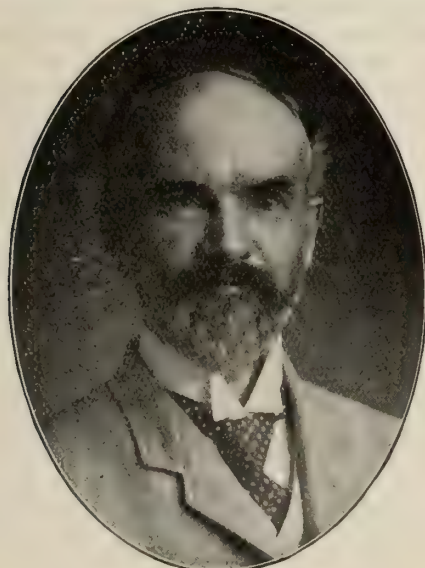
The following letter was received by one of the wholesale stationery houses and Bookseller and Stationer's attention being drawn to it, the editor felt that the sentiments expressed in the letter were so good that publicity should be given to the letter in the trade paper as it should prove beneficial to other merchants, inspiring emulation.

It is a significant fact that as Bookseller and Stationer learned, the merchant who wrote the letter did not find it necessary on even one occasion to ask any extension of time for payment of bills.

"We cannot let this year slip by without expressing to you our deep appreciation of the treatment received from you in our trade relationship during this year. We feel that many times in the matter of payments you have been exceedingly lenient with us, which has helped the writer in many ways, allowing him a free mind to look after the extension of business. Nothing uses up energy and ideas as does worry over finances, but, thanks to your good treatment, we have had no worry in that connection this year, and have used the energy that might have been thus wasted in making a substantial increase in our yearly business. It has been our good fortune to have a good increase each year since we've opened up business in this town, but the year just closing has brought the greatest yearly increase we have ever had.

"The war has as yet not affected our business, only inasmuch as we have had to work harder to create new business. There is no doubt that business is tighter just now and one has to be right on the job and keep right after it.

"In closing let me wish the members and the staff of your firm a very happy and prosperous New Year."



W. C. Bell.

and the Oxford University Press of Canada will also have charge of the Canadian interests of some of the other British publishing houses heretofore represented by Bell & Cockburn.

The past and subsequent books of W. J. Locke and Prof. Stephen Leacock will be issued by Mr. Gundy who will also publish the new Richard Dehan book, and Ethel M. Dell's "The Keeper of the Vineyard."

Mr. Gundy is to be congratulated on having secured the advantage of Mr. Bell's long and favorable associations with the book trade. The credit is his for taking such prompt action when he heard of the firm's difficulties.

When seen by Bookseller and Stationer as to the new move, Mr. Gundy was most

Fine Store of the Douglas Company, Edmonton

Some Interesting Facts About the Rise and Expansion of a Retail Book and Stationery Business in Western Canada, With Views of Some Chief Departments.



The Douglas Store Front and Mr. Douglas in His Office.

BOOKSELLER and Stationer is fortunate in having procured for this month a fine set of photographs of one of the principal retail-book and stationery business of Canada, which are reproduced herewith, giving some idea as to the size and nature of the business of the Douglas Company, Limited, of Edmonton, Alta. This will be followed in future issues by similar articles dealing with some of the other leading book and stationery houses of Canada.

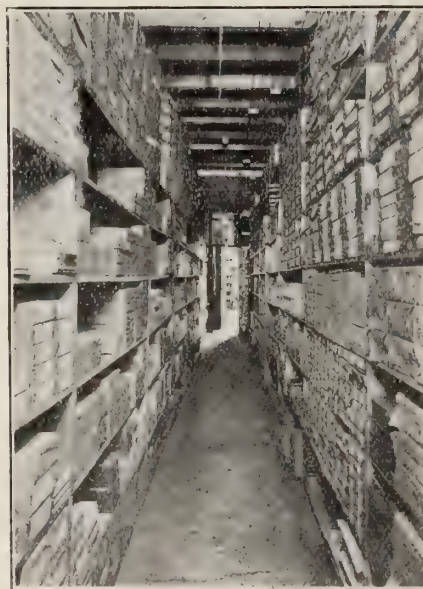
The Douglas Company was established in 1902 by W. J. Douglas, the present head of the concern, and the extraordinary growth of the business is due in great measure to the preference he has always shown for those twin elements of successful retailing, Service and Quality. The home of the Douglas Company is situated in Jasper avenue, in the business heart of this growing western city, the



The General Office.

firm occupying a store with a frontage of twenty-five feet, one hundred and fifty feet deep with a full basement.

As the West has grown so has this business developed until to-day, it is one of the largest not only in Western Canada but in the whole country.



Showing One Alley of the Reserve Stock Department.

It lives up to its name of "The Home of Good Books," and the accompanying photographs indicate the magnitude of this firm's business.

Quite recently the store windows were remodeled on a plan permitting the effective simultaneous display of six different departments.

One of these views shows a part of the stationery and blank book department in which is kept a very select line of fancy



The Holiday Display of Books.

and commercial stationery. It is said of this firm that they carry the largest stock of blank books in Western Canada, and a magnificent stock it is, being so well arranged that any clerk in the store can immediately lay hand on any size or ruling required. Another branch of their business which is very prominent in the minds of commercial men is their office stationery showroom which is conspicuous for the assortment of up-to-date office requisites.

In the well appointed office supply department the needs of the office clerk can be filled immediately, from a paper fastener to a mimeograph machine.

Practically every time-saving and labor-saving appliance that, through the evolution of the stationery world, has been brought forward, can be found in this department.

The goods are so displayed that a customer can walk round the room and cannot help but find something that he has long been needing in his office, either for the convenience of his accountant, stenographer, or his own private use.

Two other views show the book department where every taste for reading can be accommodated. This is a most handsome display of books, and it is the



Shipping and Receiving Department.



The Office Stationery Department.



Part of the Printing Department.

proud claim of the manager of the department that never before in the history of the West has there been such a complete and meritorious stock of books in a store as was to be seen in this department at the opening of the recent holiday season. The department is divided into sections so that a person can be interested right away with the class of reading that appeals to him. It is needless to say much about the assortment of books carried by this company further than that every branch of study can be found here amongst the thousands of volumes, which have been carefully selected.

The Douglas Company has a wide reputation as a school supply house, this being an important branch of the business. A portion of this department is shown in one of the photographs. A balcony surrounds the store which is also filled with books from floor to ceiling being divided into departments such as gift books, school library books, text books, and a juvenile section where the boy or girl can ramble at heart's content, amongst

wholesome reading, and not inconvenience the adult who is desirous of browsing amongst the general books. Owing to Edmonton being an educational centre the store is a rendezvous for students.

In the office furniture department, a full line of office furniture can be found and a magnificent display it is, flat top desks, roll top desks, filing cabinets of every description, office chairs, and office furniture of every conceivable style being carried. In this department alone is an enormous business done.

Another department is devoted to Victor Victrolas and records, which during the last few years has developed into an extensive business.

There are spacious reserve stock rooms where everything is in applie-pie order so as to facilitate quick handling of reserve stock when occasion occurs.

In the receiving room as shipments arrive they are handled immediately so as not to allow of any congestion, especially at busy times.

Besides the lines mentioned in the foregoing, the Douglas concern have ex-

tensive modernly equipped printing and bindery plants.

They are in a position to take care of all kinds of job printing from the smallest business card to the largest calendar and make a specialty of all kinds of rulings. The Douglas Loose Leaf Systems have become widely known in the West. They make sheets for any binder and binders for any sheet. The accompanying photograph gives you some idea of the extent of the printing plant.

Another part of the business not to be overlooked is the general office, and as for system it is the last word in accounting. "Everything up-to-date," is the office motto which naturally involves a large staff of trained office clerks.

A view of Mr. Douglas, the genius of this aggressive western firm is shown in the inset along with the picture of the store front, and in a kindly message to Bookseller and Stationer he asks that his wishes for a prosperous New Year be extended through the trade paper to the members of the wholesale and retail trade.



Stationery and Blank Book Department.



Book Department, Showing the Gallery.

News of Books and Bookmen

Interesting Items About Books and the People Who Produce Them

An interesting new book of travel is "Round the Wonderful World," by G. T. Mitton. The book has twelve plates in colors and numerous text illustrations by A. S. Forrest. Starting from London, the reader is taken to France, Italy, Egypt, Suez Canal, Ceylon, India, Burma, Japan, America, Canada and back to England. Chief sights are described in detail such as Pompeii and Hereulaneum the pyramids of Egypt, Port Said, Jerusalem, the Golden Pagoda at Burma, the reservations of the North American Indian and Niagara Falls.

The last sales reports from the publishers of "Pollyanna," show that to December over 225,000 copies of that book had been sold.

Britain's Record, by E. Keble Chatterton, first published in 1911, now offered in a cheaper edition, is a book fast coming into its own. The author successfully compresses the incidents and facts within 300 pages and yet retains the lively interest which belongs to such a narrative as the rise and activities of the greatest world power that has ever been known. The five chapters deal with Progress of Liberty. Social Progress. Progress of Commerce, Progress of Science and Learning and Progress of Justice. Appended is a very thorough and informative index for the student.

The New York Public Library, Circulation Department, reports books most in demand, excluding fiction, for the week ending December 23, as follows: Bernhardt's "Germany and the Next War," Barrie's "Half Hours," Howe's "Dramatic Portraits," Grave's "Secrets of the German War Office," Mahan's "Naval Strategy," and Cabot's "What Men Live By."

In Hamilton Wright Mabie's Japan To-day and To-morrow, the author discusses many features of Japanese life with a clearness and a freedom from prejudice which make his book charming reading. It cannot fail to convince anyone who reads it with open mind that the Japanese are a nation set apart by their novel training and not to be judged by the usual standards that are in force among western nations.

The next best sellers following the six as compiled for Baker & Taylor's Bulletin, as published elsewhere in this issue, are followed by these in the order given: The Y. all of Partition," "Pollyanna," "The Auction Block," and "Innocent."



RABINDRANATH TAGORE.
Who has translated into English
the Songs of Kabir, the Hindu
philosopher.

Songs of Kabir, translated by Rabindranath Tagore was published in December. There is an introduction to the volume in which the life and philosophy of Kabir, who lived in 1440, are reviewed by Miss Evelyn Underhill, following which one hundred of his poems are presented. The trend of Mr. Tagore's mystical genius makes him a peculiarly sympathetic interpreter of Kabir's vision and thought.

It's interesting to see how nearly H. G. Wells measures up to the requirements which he has himself set for the real writer. One of the characters of Mr. Well's latest novel, The Wife of Sir Isaac Harman, says that "an author who is an author is a person with vision, a person who lets himself go. Sensitive, nervous tissue, quick responsiveness to stimuli, a vivid, almost uncontrollable expressiveness, these are what you want in your literary man."

There is to be a new Pollyanna "Glad Book," and the choice of titles lies between the following: Pollyanna Grows Up, Pollyanna Returns, The Return of Pollyanna, Pollyanna's Test, The Testing of Pollyanna, The Proving of Pollyanna.

An interesting bit of recent news with reference to the Belgium Relief Fund in New York is that of a contribution of \$57 from the Pollyanna Club, an organization of young women workers at the Brooklyn Headquarters for the Blind. Ten of the members with the co-operation of the rest of the club, gave a play for the benefit of the Belgian children. The troupe, which is termed the Pollyanna Players, is composed of girls of German, French, Russian, Belgian, English, Irish and American extraction.

The reading room of the Ottawa Public Library is now open on Sundays. Similar action has been taken by the Library Board of Saskatoon, Sask.

Douglas R. Hoole is in Canada on his annual visit in the interests of Stanley, Paul & Co.

In connection with the publication of a new book entitled "Baby Clothing," with which patterns are supplied, to-

gether with detailed suggestions and illustrations, the work being of a helpful, economical and original nature, the suggestion may be put forward that this book could easily be sold to people who have purchased Emily Holt's popular book, "The Care and Feeding of Children."

"The Captain of His Soul," is the title of a new novel by Henry James Foreman.

A Canadian edition of Helen Beecher Long's novel "Janice Day," has just been brought out.

A new book by Elinor Glyn to be brought out shortly will be entitled "Three Things."

A new book by the author of "The Making of An Englishman" has just been brought out under the title of "The Second Blooming."

"Billy Sunday: The Man and His Message," by W. T. Ellis, is a new book published with the authorization of that noted evangelist.

"Mr. Grex, of Monte Carlo," is the title of a new novel, by E. Phillips Oppenheim.

Elaborate new gift volumes are: Edwin Markham's book "California, the Wonderful," and "Two on a Tour in England," by Robert and Elizabeth Shackleton.

"The Son of the Prefect" is the name of a book issued just before Christmas, being a story of the reign of Tiberius, the work of Edmund Hamilton Sears.



A QUICK PIECE OF WORK.

A good piece of rapid book publishing was accomplished with the bringing out of the volume "World Power and the Empire of Christ," by Rev. John MacNeill. The author delivered these manuscripts to his publishers, McClelland, Goodchild & Stewart on December 9th, and the book was on sale in the bookstores on Monday, December 19th. It is a volume of goodly size, comprising a series of sermons delivered by Rev. John MacNeill as pastor of the Walmer Road Baptist church, Toronto. Two of these sermons had been delivered in London, England, shortly after the outbreak of war, creating great interest there. The general theme is the relation of Christianity to the War.



R. H. Wilkinson leaves shortly on a trip through the West to Victoria, carrying the lines of Methuen & Co., T. Fisher Unwin, Heinemann's and Frederick Warne & Co., London, publishers.

PROFITABLE PUBLICITY

Soldiers' Wives' League

Have Charge To-day of

Chapman's Bookstore 190 Peel Street

190, OF THE PROCEEDS GOES TO THE FUND.
THE 1918 BOOK AND STATIONERY TO-DAY (TUESDAY, DEC. 18th) AT
CHAPMAN'S AND REEL THIS WORTHY FUND.

Books of Reference for 1915

WHITAKER'S ALMANAC, CANADIAN ALMANAC, DAILY MAIL YEAR BOOK,
N.Y. WORLD ALMANAC

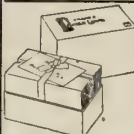
To Avoid Delay or Short Supply—ORDER NOW!

Full Stock of Office and Pocket Diaries and Journals

CHAPMAN'S BOOKSTORE

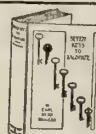
190 Peel Street - - - - - Montreal

ECONOMICAL GIFTS



A Box of our Quality Note Paper Makes a Practical Gift

BOOKS make good GIFTS. We list below a few titles in our 59¢ Specials



Splendid Values at \$1, \$1.50, \$2, \$2.50
Artistic Calendars
Calendars make a useful gift or every day in the year. All done up in boxes or envelopes ready for mailing. Prices 15c to \$1.50.

THE MELTING OF MOLLY
THE SEVEN KEYS TO BALDPAPE
THE WAY OF AN EAGLE
THE BROAD HIGHWAY
THE VALIANTS OF VIRGINIA
THE MOUNTAIN GIRL
CHRISTMAS EVE OF LONESOME

Books For The Children
Books admit children to new worlds of delight, contribute much to their happiness, stimulate their imaginations and leave lifelong, joyous memories

Ideal Gifts

ANNUALS
BOYS' OWN, GIRLS' OWN and CHUMS
Books for boys and girls, by the best writers.



New Books for Gifts

Quality Note Paper

Makes a useful gift for relative or friend. Prices 25c. to \$3.00 per box.



Cranes' Linen Lawn and Highland Linen

All the latest styles and shapes in social usage done up in attractive boxes.

Cream of Recent Fiction
Formerly \$1.50, now 59c.



You Will Like

Calendar of Dinners
Calendar of Luncheons
Calendar of Salads
Home Calendar
Oscar Khayyam
Lavender and Old Lace
Bedtime Stories Calendar
All splendid value, 50c. each.
Other dainty calendars 1c. from 15c. and up

THE MELTING OF MOLLY
Seven Keys to Baldpate
Blindness of Virtue
Rip Thiel
Christmas Eve on Lonesome Pine
Heart Throbs
The Net
The Way of an Eagle
The Valliant of Virginia
The Mountain Girl
The Heather-Moon
The Broad Highway
The Wind Before the Dawn
Hooler Chronicle
Old Rose and Silver
In the Morning Glow
Hound from the North
Suzanna and Sue
Call of the North

GRIGG'S "The Bookstore" PEMBROKE, Ontario

PORTER'S METHOD

OF SELLING

CHRISTMAS GOODS

APPEALS TO EVERYBODY

Instead of following the usual custom of marked down sales after Xmas we are going to give you the benefit of the discounts now, before Christmas, when they are most appreciated.

Saturday's crowd showed us clearly that this method is the only way, so much that we were sold out of certain Holiday lines long before closing time, however we have more on the way which will be here Tuesday so come early and get your share of these bargains.

STATIONERY Our select stock of Christmas Stationery in fifty holiday boxes Reg. \$2.00 size, sale price... \$1.50 Reg. \$1.75 size, sale price... \$1.30 Reg. \$1.50 size, sale price... \$1.10 Reg. \$1.25 size, sale price... 94c Reg. \$1.00 size, sale price... 75c Reg. 75c size, sale price... 75c Reg. 60c size, sale price... 58c Reg. 40c size, sale price... 35c Reg. 20c size, sale price... 17c	FOUNTAIN PENS. The most acceptable kind of a gift, off while sale lasts. CREPE TISSUE All colors, regular 10c rolls, sale price... 4 for 25c COLORS TISSUE price, per dozen... 5c TINSEL Regular 5c card, sale price... 2 for 5c TOILET PAPER. Regular 10c Giant rolls, sale price... 5 for 25c FANCY TISSUE TABLE NAPKINS Exquisite Patterns regular 10c dozen, sale price per doz. 6c PHOTO MAILERS For sending your Christmas Photos, regular 50c dozen, sale price... 38c	CHILDREN'S STORY BOOKS Reg. 50c Books, sale price... 38c Reg. 35c Books, sale price... 27c Reg. 25c Books, sale price... 19c WASTE PAPER BASKETS Best of cane, a few, an office necessity, all sizes, to clear at, each... 75c PRETTY PEPETONES Arranged in dark green matting, handsome den or parlor ornament, regular price 40c, sale price... 30c PENNANTS. Finest assortment in town, all new designs, former prices 25c to \$1.00, sale price 25 per cent off EVERLASTING PALMS. An ideal home decoration, regular 40c and 75c value, sale price, each... 48c Sale starts Saturday morning all our Christmas stock must go. Come early and get your pick of these Bargains.
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

PORTER'S BOOK STORE

RICHARD'S NEW BLOCK, MARKET ST.

Some Recent Newspaper Advertisements of Book and Stationery Stores.

TWO of the advertisements reproduced herewith, the small ones in the upper left corner, are of Chapman's Bookstore, Montreal; two are of Grigg's, Pembroke, the other being of Porter's, Goderich, Ont. All but one are Christmas season announcements, while one is a special advertisement regarding annual books of reference for selling at the first of the year.

The Grigg advertisements are particularly effective both as regards the typographical display, the general arrangement and the class of goods featured, for both of them fairly represent a book and stationery store. Observe the headings: "Economical gifts," and "Ideal gifts," both catch lines that can be depended upon to arrest interested attention as Christmas giving time approaches and gift funds stretched out to their limit in order to do justice to all the relatives and friends to be remembered with gifts. The "Ideal Gifts" advertisement is commendable for introducing a considerable variety of lines without destroying its "easy reading" element and observe the attention paid

to boys and girls annuals and books for children. There is another good idea worked out in the lower left corner of this advertisement.

Coming to the Porter advertisement, there is much in its favor so far as the opening appeal is concerned and the display is good but many will question the wisdom of cutting prices at the approach of the holiday season unless the sale is restricted to a comparatively short period with a view to getting people to shop early thus relieving the crush in the final two or three weeks before Christmas. Comparing this with the Grigg advertisement does the latter not seem to be fully as compelling and as likely to bring business, without any sacrificing profits? That raises a question that is food for serious thought. Price-cutting as a general practice is a losing proposition and when reductions are contemplated the dealer should count the cost, and be sure to count the whole cost.

In the Chapman advertisements. The upper one is interesting particularly because it presents an idea that may be

beneficially adopted by other dealers. The advertisement of reference books is a good example of timely advertising. (Continued on page 41.)

The accompanying illustration suggests an additional use for loyalty electros. This means that every envelope

PUSH BROS.
Booksellers and Stationers
BOOSTVILLE.

Another use for the Loyalty cut.

that reaches a customer suggests to him to be loyal to his own community. The idea could be easily carried still further by having this cut on the letterhead. Loyalty cuts may still be obtained from Bookseller and Stationer at 15 cents each, cash to accompany order.

Formulae for the Amateur Photographer

Some Interesting Points of Value to the Photographic Salesman and His Customers — Enthusiasm in the Camera Department.

The value of enthusiasm is well illustrated in the following article by C. B. Parke, taken from "The Amateur Photographers' Weekly":—

While visiting my brother, who is a clerk in a kodak supply house, I became very interested in his work, and when he found it impossible one day to attend business, I offered to take his place and "do the best I could."

Knowing I am photographically crazy and have at least a speaking acquaintance with a great many of the chemicals, he allowed me to do so.

I was just getting the "lay of the land" when my first customer came in. I looked at her with interest, for I was indeed interested in my "job." She was an intelligent looking woman of about thirty-five, and she had a roll of films to leave to be developed.

"Do you take many pictures?" I asked, politely, as I took her name and address.

"Yes, quite a lot," she answered, "it is my one extravagance."

"Did you ever try to do your own developing?"

"Yes," she told me, "and my hands were stained for a week; and I bought some powders to develop the prints, and my hands broke out in small sores. The doctor said they were poisoned. I am very fond of pictures of my own taking, but no more developing for me."

"Have you a kodak?"

"Oh, yes, a very fine one; my husband is as fond of pictures as I am, so every fine Sunday he and I take the children and go on a 'picture jaunt.'"

Well, to make a long story shorter, I sold her the following chemicals, promising to refund her money if she either stained her hands or suffered with poisoning, or was not satisfied with results, after a fair trial. (Remember, she was intelligent looking, and loved the work.)

I also wrote for her formulae Nos. 1, 2, 3 for prints, and Nos. 4, 5, and 6 for plates, and gave her these parting instructions:

"Now, after mixing No. 4 for plates, place a cup nearby with one ounce of No. 5 (10% citric acid) to 2 ozs. of water, and every time the fingers are dipped in the pyro, wet them thoroughly in the acid. This will prevent staining."

She already had a ruby light and a small set of scales, and, thanking me for my help, she left.

Now, I had noticed a young man

standing near, but was somewhat surprised when he said:

"Say, that was as good as a regular photo lecture. You have convinced me. Just duplicate her order for me, and explain a little further, will you?" And he showed me two rolls of films he had brought to be developed. So I explained again, and then the subject of a dark room light came up. I told him I used a pocket flash light with a piece of red cloth fastened over the light with a rubber band. He had a fine flash, so I sold him some ruby fabric, also a small set of scales. He left, looking as pleased as a little boy with a stick of red candy.

During the next half hour several more came in, but one glance was sufficient to place them in that class of people who would always over-expose, under-expose, or do anything else that should not be done.

Then a really pretty girl came in and asked importantly for a "package of developing powders."

"What kind?" I asked.

"Oh, just any kind," she answered, "I forget the name of the last I bought."

"And did you make good pictures with it?"

"Well, not many, but it is so expensive to have all my developing done."

Her too pretty eyes and frivolous mouth prevented me from repeating the lecture (?) of early morning, so I placed a package of all kinds (even the liquid developers) on the counter before her and bid her take her choice.

She simply grabbed the liquid developer.

"Oh, I'll take this. Then I won't have to have the trouble of dissolving the powders. But is it as good as the powders?" she asked as an after-thought.

"Just as good," I told her. And as I wrapped her bundle and made change, I pondered on the fact that here was a great truth: Many, many people will take anything a clerk will offer if it is less trouble, and he will assure them "it is just as good."

Also, I had spoken the truth when I had said, "Just as good," for a bad article—be it developer, or what not—will not stay on the market long.

In nine cases out of ten, it is the user that is to blame if bad luck (?) follows the use of fresh developer, prepared according to direction.

All day long I kept my place, lecturing and explaining. I also had several hearty laughs. One chap got huffy when

I laughed when he asked for an ounce of "sodium chloride," and when I explained this high sounding chemical was in reality our common table salt he wanted to fight. Another young man asked if it wasn't cheaper to buy bulk chemicals. When told "yes," he handed me a pint flask, and wanted to know if it would hold a dime's worth of corrosive sublimate.

One girl complained of her prints curling, so I wrote formula No. 10 for her and sold her a bottle of glycerine. I also gave her No. 11 for polishing the squeegee tin.

I explained intensifying and reduction to another worker (formulae Nos. 8 and 9), and when two boys, who were going fishing, spoke of the trouble they had the year before trying to dry negatives in the damp night air along the river banks (they were camping, so, as they had no dark room, did their developing at night), I gave them formula No. 7.

A negative soaked in this for ten minutes is practically insoluble, and can be dried by artificial heat.

Just before closing time, my brother came in to see how I was progressing.

He found me tired and hot, but entirely satisfied with my day's experience.

"Gee, Al, do you mean to say you do all this work by yourself?" I asked.

"Yes, but you have sold more chemicals to-day than I generally sell in a week. How did you do it?"

So I told him of my first customer and my guarantee; he knew the lady well, as he had been doing her kodak work for over a year. Then I told him of the others. After all, I suppose it was pretty much as he said, it was my own enthusiasm that carried the day, and after a little while I'd get to where I, too, would just hand out what was asked for—I "dunno," maybe so.

But that one day selling kodak supplies told me how very little the majority of amateurs know of the simplest chemicals and their "manipulation." So I determined to make a list of all really necessary chemicals and formulae needed by the amateur. But I would advise that the formulae that come with plates, films or papers should be strictly adhered to, not in a careless, slipshod manner, but conscientiously—nay, prayerfully—and good pictures will be the rule and not the exception.

1.

Print Developer.

Water 10 ozs.

Ortol 2 grammes.
 Hydrochinone 4 grammes.
 Sulphite Soda (dry) 8 grammes.
 Carbonate Soda (dry) 14 grammes.
 Bromide Pot. (10% sol.) . . . 35 drops.
 Pot. Iodide 3 grains.

Mix in the order named, thoroughly dissolving each chemical before adding another.

For hard paper use 5 ozs. water to 5 ozs. developer, for medium paper use 10 ozs. water to 5 ozs. developer, for soft paper use 8 ozs. water to 5 ozs. developer. Leave in hypo until yellow color has disappeared.

2.

Acid Short Stop.

Acetic Acid 1 oz.
 Water 10 ozs.

3.

Fixing Bath for Prints.

Thoroughly dissolve 8 ozs. hypo sulphite soda in 32 ozs. of water. Then add the following hardening mixture, dissolving each chemical in the order named:

Water 3 ozs.
 Sod. Sulphite (dry) 1 oz.
 Acetic Acid, No. 8 1 oz.
 Pulv. Alum 1/2 oz.

4.

Plate Developer.

"A."

Pyro 15 grammes.
 Pot. Metabisulphite 3 grammes.
 Water 15 ozs.

"B."

Water 10 ozs.
 Sod. Carbonate (dry) 25 grammes.
 Sod. Sulphite (dry) 15 grammes.

Use equal parts "A" and "B."

5.

To prevent Pyro from staining the fingers dip them in the following solution frequently while developing:

Citric Acid 1 oz.
 Water 10 ozs.

6.

Fixing Bath for Plates.

Thoroughly dissolve one pound (16 ozs.) of hyposulphite of soda in one quart (32 ozs.) of water. Then add the following hardening mixture, dissolving the chemicals in the order named:

Water 20 ozs.
 Metabisulphite Pot. 1 oz.
 Chrome Alum 1 oz.

7.

To make a negative practically insoluble soak it 10 minutes in the following:

Water 10 ozs.
 Bisulphite of Soda 8 grammes.
 Formalin 20 grammes.

This should be kept tightly corked, as the formalin will evaporate very rapidly.

8.

Intensifier (for plates).

"A."

Bichloride of Mercury 7 grammes.
 Bromide Pot. 3 grammes.
 Water 5 ozs.

"B."

Sod. Sulphite 7 grammes.
 Water 2 ozs.

Place negative in "A" until well bleached. Wash through several changes of water, then place in "B" until thoroughly cleared. Wash through eight or ten changes of water. Repeat if necessary.

9.

Reducer.

"A."

Water 8 ozs.
 Hypo 16 grammes.

"B."

Water 8 ozs.
 Ferricyanide 1 oz.

Keep tightly corked in amber colored bottles. Mix 8 ozs. "A" with 1 oz. "B" for immediate use. If a dried negative is to be reduced, soak half hour before applying the solution. Use only in very subdued day light.

10.

Non-curling Solution.

Water 7 ozs.
 Glycerine 1 oz.
 Alcohol 2 ozs.

11.

Polish for Squeegee Tins.

Beeswax 2 ozs.
 Turpentine 3 ozs.

Chemicals Needed by the Amateur.

Sodium Sulphite 1 pound.
 Sodium Carbonate 1 pound.
 Ortol 1 ounce.
 Bichloride Mercury 1 ounce.
 Ferricyanide 1 ounce.
 Pot. Iodide 5 pounds.
 Sodium Hypo-Sulphite 5 pounds.
 Pyro 1 ounce.
 Hydrochinone 1 ounce.
 Bromide Pot. 1 ounce.
 Glycerine 1 pound.
 Pot. Metabisulphite 1 ounce.
 Acetic Acid, No. 8 1 pound.
 Alum (Pul.) 1 pound.
 Citric Acid 1 ounce.
 Chrome Alum 1 pound.
 Formalin 1 ounce.
 Sodium Bisulphite 1 ounce.
 Alcohol 1 pint.



PROMOTE WINTER PHOTOGRAPHY

Too many amateurs as soon as winter creeps on, heave a sigh of regret and put away their cameras and paraphernalia, under the impression that nothing else can be done until the sun once more shines forth in its summer glory. This surely is a mistaken idea, for there are many ways in which interest and activity may be kept up during the long winter nights; extra prints to be made of the best and most attractive negatives of which the amateur is especially proud; albums to be pasted and brought up to date, etc. Indoor photography, too, could certainly be made more popular,

for scarcely an evening passes but what offers at least one opportunity for a photograph that is scarcely possible during the summer months. Pictures of evening parties and gatherings of all kinds, fireside groups, pictures of children asleep, and numerous other subjects that appeal to individuals, could be suggested to the summer enthusiast who, with very little inducement, would once more bring out his camera to make experiments on the strength of the dealer's suggestions, and in a little while it is safe to say that he would become as keen on indoor work as he was about his summer "snaps." Specimen flash-light pictures could be displayed about the store to attract the amateur's attention, and his attention gained and curiosity aroused, suggestions for various indoor pictures would follow which would result, naturally, in many additional sales of chemicals, paper and other incidentals.



PROFITABLE PUBLICITY.

(Continued from page 39.)

These advertisements appear in about half the space they occupied in the newspapers.

The Toyland Journal

"Princess Perfect" Invites All The Children To Toyland

Isn't it fine, said "Princess Perfect," the Doll, to Carly, the Teddy-bear, who was driving her model car over so fast all over Toyland.

"Yes, indeed," said Carly, "it is fine to be the Princess of all these dolls, and have doll maids and doll cooks and stove and furniture and houses all your own and a Carly Teddy Bear to drive you around in your Motor Car among all these wonderful things in Toyland."

"You are so far and so pretty that everybody is in love with you, Princess. See how your big knees over there are waggling their tails with joy at seeing you, and Monkey, the Ape, is just dancing with glee, and the Pussy Cats are meowing and washing their faces to show you how hungry they are to see you."

"Your soldiers are all in their saddles ready to guard you, and you have more special troops to carry you away than any real Prince or Princess in the country."

"Yes, indeed, all that is true," said "Princess Perfect," "but I want a lot of little boys and girls to come and see me and tell me what to put in the Grotto for Santa Claus. He is coming on the 28th of November. That's real Saturday. What will we ever do if we don't get some news from the children. We have just three days to get it finished. Do tell the little boys and girls to come."

—SANTA CLAUS

THE GREAT NORTH POLE TELEGRAPH COMPANY

TO CORRESPONDENTS—

at St. Agathe, Nov. 24, 1914.

One of my deer broke his leg pulling me up the Mountain and the other had his right horn torn right off by some ice branches of trees. I had to sugar-brook of them. The only one that is any good are the two boys. What will I do?

SANTA CLAUS

This is the One that Broke the Leg.

And This is the One that Broke the Horn Off

Section from a full-page ad. of Goodwin's, Montreal, showing the clever pictorial method of creating an interest in Toyland. "Telegrams" before and after this kept the children in touch with Santa's preparations and misfortunes.



A prophet is not without honor save in his own country, but an optimist is blessed in every land. While the pessimist is prophesying the optimist radiates good cheer and gathers the profits. An optimistic merchant makes an optimistic public and both are benefited by the exchange of gold, goods and good will.

GOOD NEWS FOR STATIONERS.

The despatch from Ottawa which follows should put heart into the stationery trade, because it means that a greater quantity of stationery is being used.

There is another significant fact which stationers should not overlook, and that is that everywhere relatives and friends, not only in the Canadian contingent, but the British soldiers, are looking for small remembrances, such as postcards and greeting cards of every description. This will be especially evident on St. Valentine's Day and Easter. The trade should be careful to have their stocks in for these seasons at least three weeks before the day.

Ottawa, Jan. 5.—A statement of the Dominion stamp issue to the end of the calendar year issued to-day makes a much better showing than was anticipated by officers of the department a few weeks ago. The stamp issue, instead of decreasing as a result of the war, has increased, probably in part to the presence of so many Canadians in the Old Country and the correspondence which has taken place with them. The issue for the month of December amounted to \$1,720,492.43, as compared with \$1,661,999.89, an increase of \$58,492.54. Compared with the December issue of ten years ago, there is an increase of no less than \$1,080,931.53. The statement refers to stamps issued to the postmasters in various parts of the Dominion, and is thought to represent fairly accurately the amount of actual sales. The total for the nine months of the fiscal year is \$11,109,780.31, an increase of \$66,074.65 over the same period of 1913, and of \$6,717,179.51 over the total for the corresponding period of ten years ago.

**TOY TABLE SET.**

A leading novelty house is now showing a complete dinner table. Around the toy table are four chairs occupied by four dressed dolls who are supposed to be eating a Thanksgiving dinner. There is not a single item of good eating and comfort lacking. The well-cooked turkey is ready to be carved, with the table utensils placed in front of it. On one end guest is supplied with a partly filled of the table is the wine bottle and each glass. There is no lack of fresh vegetables, celery, lettuce and all the other seasonable foods are placed on tiny dishes. Before each guest are a plate of meat and vegetables and the utensils with which they are cut and eaten. The meat and vegetables are colored according to their natural appearance. The display is attractive for a window showing, as the public is lured by it.

In the Music Department**Competition For I.O.D.E. Patriotic Song—Chronicle of Recent Copyrights.**

"The Imperial Order of the Daughters of the Empire are offering a prize of one hundred dollars for a song to be set to the music recently composed and dedicated to the Order by Mrs. M. C. Lotbiniere Harwood, of Edmonton, Canada. This song will be sung throughout the Empire, wherever a branch of this Empire-wide organization exists.

Entrants are asked to remember that it must be not merely a poem, but a song. It must 'sing itself.'"

The competition closes at Edmonton, on March 1st. The award will be made by a committee composed of the following members: Mrs. Arthur Murphy (Janey Canuck) of Edmonton, president of the Canadian Women's Press Club; Mrs. R. Percy Barnes, 1st vice regent of the Municipal Chapter of the Daughters of the Empire, City of Edmonton; Dr. W. T. Allison (Ivanhoe) of Winnipeg, lecturer in English Literature in the University of Manitoba, and Dr. E. K. Broadus, of Edmonton, lecturer in English literature in the University of Alberta.

**NEW PATRIOTIC SONGS.**

Patriotic songs which have recently appeared include: "It's a Long Long Road to Travel," words and music by H. C. Cory, Trenton, Ont.; "The Best Old Flag on Earth," words and music by Charles F. Harrison, Vancouver. B. C., "We Are Coming, Mother England," by Raymond Moore, published by the Anglo-Canadian Music Publishers' Association.

"Keep the Old Flag Flying," by J. W. Stalker, of Norwood, Manitoba, music by J. W. Bullough; "Three Cheers for Canada," by A. H. DeBarres, Guysboro, Nova Scotia.

**NEW COPYRIGHTS.**

Recently copyrighted music include the following Remick publications: "Underneath the Old Oak Tree," words by Richard Whiting, music by Charles Navin; "Oh, How That Woman Can Cook," by Gus Kahn and Grace LeRoy.

Music recently copyrighted at Ottawa and published by Waterbury, Berlin & Snyder Co., include: "My Daddy Long Legs," by Ray Gaetz and Bert Grant; "Baldwin Sloane Dance Folio."

Irving Berlin Inc., copyrights at Ottawa, include: "Come to the Land of Argentine," words and music by Irving Berlin; "When I Discovered You," by

Irving Berlin and E. Roy Gaetz; "They Always Follow Me Around," by Irving Berlin; "I Love to Have the Boys Around Me," words and music by Irving Berlin; "I Hate You" (duet), words and music by Irving Berlin; "What is Love?" words and music by Irving Berlin; "Move Over," words and music by Irving Berlin; "Let's Go Around the Town," words and music by Irving Berlin; "Settle Down in a One Horse Town," words and music by Irving Berlin; "Show Us How to Do the Fox Trot," words and music by Irving Berlin; "When It's Night Time in Dixie Land," words and music by Irving Berlin; "The Minstrel Parade," words and music by Irving Berlin; "Lock Me in Your Harem and Throw Away the Key," words and music by Irving Berlin.

"Love Will Dream" is the name of a new song published by the Magbee Music Publishing Co. of Columbus, Ohio, and they report that one Columbus store sold 1,000 copies of this song in one week. Another new song put out by the same house is "Tell Me, Dear Old Moon, Will My Dream Come True."

A volume entitled "Musicians of Today," by Romain Rolland, was published in November by Henry Holt & Co. of New York.

Features of a new book entitled "The Playtime Melody Library," are old rhymes set to music for children, together with a series of fine illustrations in color.

**A War Conjugation on Collections.**

The Australian "Bookfellow" admonishes its readers to meet their financial obligations promptly whenever possible in order to keep money in circulation. It adds the following amusing "war conjugation":

I do not pay.
Thou hast not paid.
He does not pay
We have no money
You have no money
Nobody has money!
I have paid
Thou hast paid
He has paid
We have money
You have money
Everybody has money!



Any employee of a store who will make an effort to get new customers for the store can do it; and he who does it will be rewarded for it in one way or another.

The small buyer of to-day is likely to be the big buyer of to-morrow, and the big buyer is likely to do his big buying where he was treated right when buying but little.

The Pen with the Magic Button

A Useful Gift is Always Appreciated

The next time you stop at your local stationer, jeweler, or druggist, ask him to show you his assortment of

"A.A. FOUNTAIN PENS"

You will find beautiful gold mounted, pearl handle, plain and chased pens that are attractive presents.

\$2.00 and up.

Our Safety Pens never leak and are convenient for the ladies. Perhaps our catalogue would give you some suggestions for Christmas. We will be happy to mail you a copy. It shows our complete line of Self-Fillers, Middle Joint, Lower End Joint, and Safety Fountain Pens.

ARTHUR A. WATERMAN & CO.

22 THAMES STREET, NEW YORK CITY

NOT CONNECTED WITH THE L. E. WATERMAN CO.



New Goods Described and Illustrated

A distinctly new idea in crepe paper is that just put out under the name of damask by Charles G. Bainbridge & Sons of New York. Samples of this new line were shown to the representative of Bookseller and Stationer in the sample room of A. J. McCrae, manufacturers' agent, Toronto, who represents the Bainbridge concern in this country. By a process of pressing, the paper is given a pattern of a ribbon effect, yet retaining the single color. This paper will be supplied in various shades and will be put up in folds, not in rolls. The same idea will be worked out in the case of paper napkins. Another decidedly new idea in paper table napkins is an initial in the corner and hand embossed border. These napkins are entirely of white with the exception of the initial which is in gilt. The Bainbridge people have a meritorious method of packing their paper napkins, 18 being sealed in a transparent glazine sanitary envelope. While there is a slight increase in price in selling these paper napkins in this form, the sanitary feature will be sure to appeal to a large proportion of the stationers' customers.



READY PAPER FASTENERS.

A handy paper fastener, which holds without mutilation any number of sheets, is the Ready Fastener, made in three



sizes and introduced by Buntin, Gillies & Co. It may be used again and again. These fasteners are boxed in hundreds.



Man is beginning to assert himself in the matter of social correspondence paper. He no longer is satisfied with the dainty effeminate stationery of his wife or sister. Stationers are now selling different qualities of a size made especially for him. They are also supplied in papeteries.

A unique series of novelties made by the Hainpden Toy Co. are shown in the sample room of L. G. Beebe, manufacturers' agent, of Toronto, who represents this firm for Canada. One of these items is a small circular box, about the

size of a pill box, bearing on the outside the words, "For That Tired Feeling." Upon taking off the lid a miniature chair is presented to view with the words "Go Way Back and Sit Down."



AN INNOVATION IN BLANK BOOKS

A product known as Arabian leather has been introduced by the Copp, Clark Company in the manufacture of a complete new line of blank books and the distinctive feature of this leather is that it is waterproof, so that these new blank books will stand washing or sponging, so that the user may have a clean set of



books so far as the exterior appearance is concerned. The makers claim for this new binding material that it will outwear the average grade of leather used for this purpose. Another innovation is that the titles and tooling are done in silver, which with the maroon color in

which these books come, gives the books a pleasing appearance.

Another new product of the same firm is a line of tablets known as the "Unity," introducing a pleasing design made up of the flags of Britain, France, Russia, Belgium, Servia and Japan. The stock used is the lined finish Swansdown paper, and the tablets have been made in the familiar octavo, quarto and Salisbury sizes.



NEW IDEAS FOR SELLING AGATES.

Arrangements have just been concluded by L. G. Beebe, for the Canadian representation of the newly organized Akro Agate Company, of Clarksburg, Virginia, who have adopted the trade mark "Akro Agates," with a view to distinguishing their line from the goods of German manufacture commonly known as "toy marbles."

In an interview with Mr. Beebe, it was pointed out to Bookseller and Stationer, that the Akro Agate Co. have equipped their plant with new and improved patented machinery and that, situated in the heart of the glass industry, are able to obtain highly skilled labor. The agates now being made vary in size from $\frac{5}{8}$ inch to $1\frac{1}{4}$ inches, the sizes varying by about 1-16 of an inch. Mr. Beebe emphasized the fact also that the agates are to be put up in packages of assortments to retail from 5c to 25c each. These packages are favored by the five and ten cent and other syndicate stores in the United States, their buyers having instructions to buy goods in individual packages even at slightly higher prices. This is a point that will interest dealers in Canada, because the policy is based on results of careful study of actual retailing propositions on the part of large retail concerns.



A cabinet for draughtsmen's supplies is a new product of the American Drafting Furniture Co. of Rochester, N.Y. It is in sectional form, there being five drawers in each of three sections.



W. V. Dawson, Ltd., Montreal, are introducing to the trade a line of mould-made deckle edge note paper and envelope in color.

SHEET MUSIC AND MUSIC BOOKS OF THE BETTER CLASS

We are sole representatives in Canada of the leading English music publishers and carry a very complete stock of standard publications for educational and general use.

NEW SONGS, PIANO MUSIC, VIOLIN and ORGAN MUSIC, ANTHEMS and CHORUSES in great variety. Liberal discounts to the trade.

ANGLO-CANADIAN MUSIC PUBLISHERS ASSOCIATION, Ltd.

ASHDOWN'S MUSIC STORE

144 Victoria Street, TORONTO

TOYS IRON AND STEEL

A LARGE AND ATTRACTIVE VARIETY OF FLOOR TOYS. FIRE ENGINES, HOOK AND LADDER TRUCKS, DUMP CARTS, TRUCK WAGONS, STEEL TRAINS AND MECHANICAL NUMBERS.

Manufactured by THE WILKINS TOY CO.

KEENE, N.H., U.S.A.

Represented by

RIEMANN, SEABREY CO., 11-15 Union Square W., New York

THE McKINLEY MUSIC CO., CHICAGO and NEW YORK

now offers to the dealer

The Greatest Money-Making Proposition

that has ever been obtainable in the history of the sheet music world, in the

ROOT POPULAR MUSIC ASSORTMENT and THE McKINLEY DEMONSTRATOR A HORNLESS TALKING MACHINE

Fearing the necessity of a singer and player you have always put off starting that sheet music department in your store; realizing the ensuing expense, in maintaining such a department up to the standard of your desire.

In the McKinley Demonstrator we have turned this former actual expense into a profit-maker. You arouse the interest of your prospective customers in three articles in one demonstration — Sheet Music, The McKinley Hornless Talking Machine and McKinley Velvet Records.

Assurance is given the dealer of the elimination of dead stock on his shelves, of any piece of The Root Popular Music Assortment, by our exchange offer.

The McKinley Edition of Ten Cent Music

will always hold first place as an Edition of Standard, Classic and Teaching Music.

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the Teacher, Student and the Accomplished Musician.

It has proved itself, to thousands of dealers to be the best foundation for a sheet music department.

Every copy of The McKinley Edition sold means a profit of over 200% to the dealer.

The McKinley Edition conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a "Trade Bringer" is the catalogues bearing the dealers' imprint which are supplied with both of these Editions. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and Particulars to-day.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House" in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET



It's Infinitely Better

and more profitable to push a line of loose leaf devices your customers find economy and satisfaction in continuing to use than forcing upon them a line of doubtful satisfaction.

Every item in

The B. & P. Line of "Standard" Loose Leaf Devices

that passes over your counter, you have the assurance, is but the forerunner of more and larger orders. So well has The B. & P. Line satisfied the business world that new dealers immediately find it to be the standard of popularity.

Shall we send you the little monthly guide to progress and profit—"Standard"? This publication is gratis to any bookseller or stationer interested in loose-leaf devices. Ask us to put your name on our list to-day.

Boorum & Pease Loose Leaf Book Co.

Makers of

"STANDARD" LOOSE LEAF DEVICES

MAIN OFFICE: Hudson Ave. and Front St., Brooklyn, N.Y.

FACTORIES: Brooklyn, N.Y.; St. Louis, Mo.

SALESROOMS:

109-111 Leonard St., New York.
Republic Bldg., Chicago, Ill.
220 Devonshire St., Boston, Mass.
4000 Laclede Ave., St. Louis, Mo.

TUCK'S



They are the MOST
WELCOME, ARTISTIC
and UP-TO-DATE
USED BY ROYALTY.

PATRIOTIC
POST CARDS

OVER

600 DESIGNS

IN COLOR AND SEPIA

WARSHIPS

GENERALS, ADMIRALS
NOTABILITIES

ARMY TYPES

SEND FOR DESCRIPTIVE LISTS.

RAPHAEL TUCK & SONS CO. LIMITED
9 ST ANTOINE STREET
MONTREAL

Stafford's Inks

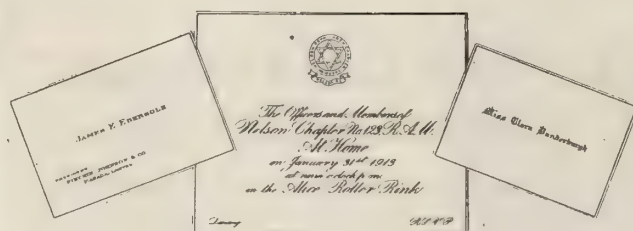
Mucilages and Paste
are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks



Give Prestige to Your
Store

by turning out the engraved and embossed stationery, business cards, announcements, etc., for your locality.

You need no special equipment. Simply secure the orders for your locality; we fill them and send the work to you ready for delivery.

25% Profit

is what hundreds of other stationers are securing on every piece of work. Surely you could do the same in your own locality. Write us to-day for full particulars of our special offer to booksellers and stationers.

Standard Embossing Co.

36-38 Lombard Street

Toronto



**LOCAL VIEW POST CARDS
ADVERTISING POST CARDS**

IN RUNS OF 1000

That's our specialty. As the only Post Card concern in the country devoting its entire effort and attention to one-thousand runs we offer you unusually satisfactory service, prompt delivery and best possible prices. Supplied in Black and White Photogloss and in our rich Autocolor.

Send to-day for samples and prices.
Jobbers wanted everywhere.

GILBERT POST CARD CO.

54 W. Lake Street

CHICAGO

Let Us Be Calm During War Times

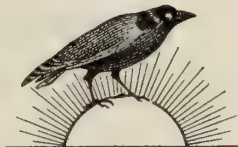
The motto "Business as Usual" is gaining in popularity. Most firms are endeavoring to conduct their businesses the same as in times of peace.

There is just as good an opportunity to sell the Dawson line of blank books, to-day, as there ever was. The opportunities are unlimited and the profit is well worth the effort.

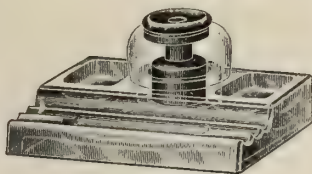
Dawson blank books will help to sell other lines and will build up a nice business for you.

Write us for particulars.

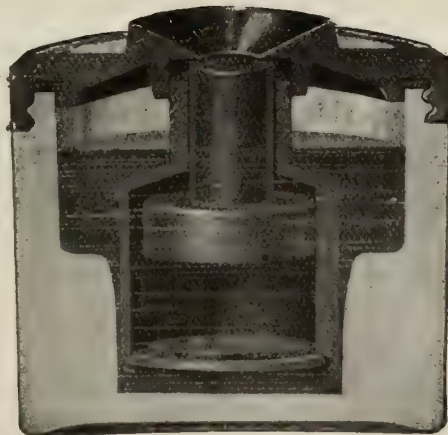
W. V. Dawson
LIMITED



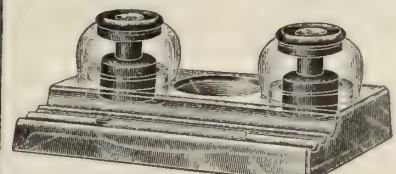
Montreal
Toronto
Winnipeg



No. 310 Pressed Glass



Sectional View No. 51—showing how Inkstand closes Air-tight.



No. 320 Pressed Glass

START THE NEW YEAR RIGHT

by featuring goods that ensure steady customers and good profits.

Sengbusch Self-Closing Inkstands

make steady profits a certainty

So well have the public come to know Sengbusch advantages and economies, they insist on Sengbusch inkstands. It is an easy matter to sell the Sengbusch, and a single order is but the forerunner of more and larger ones. The excellent profit many stationers are realizing in Sengbusch Inkstands makes it well worth your while to feature them prominently to-day. Canadian catalogues bearing your imprint supplied on request. Write at once.

The Sengbusch Self-Closing Inkstand Co., 200 Stroh Building, Milwaukee, Wis.

BUYERS OF TOYS, GAMES AND ALLIED
NOVELTIES

should make every effort to attend the

TOY FAIR and MARKET

(Wholesale only)

ROYAL AGRICULTURAL HALL,
LONDON, ENGLAND

MARCH 16th to 26th, 1915

Huge efforts are being made by
Great Britain to capture the
German Toy and Games Trade
and factories have been opened in
almost every part of the United
Kingdom.

The productions of these factories
will be shown under one roof at the
TOY FAIR AND MARKET

NEW MARKETS NEW MAKERS
NEW LINES

A UNIQUE OPPORTUNITY FOR BUYERS

McCLELLAND GOODCHILD & STEWART

CAMBRIDGE BIBLES



For the New Year a most important announcement in connection with the premier Bible proposition to The Trade is the coming of

¶ The New Bandless Yapp Book, which will be shown in all types and bindings.

¶ This new feature makes the NEW CAMBRIDGE BIBLES the most flexible on the market.

¶ The Bible that will give the best service.

¶ The Bible that presents the finest appearance.

¶ The new Cambridge Bibles are the most attractive and distinctive series on the market.

¶ The New Cambridge Poets are unquestionably the finest.

Wait for our Travellers.

PUBLISHERS

WHOLESALE AND
IMPORT

BOOKSELLERS

266 KING ST. WEST
TORONTO

GREETINGS FOR 1915

We extend to The Trade our full appreciation and thanks for the support that has been so liberally accorded to us by the Booksellers of Canada during the year just passed, and we are glad to report a satisfactory increase in business over the previous year. We are now in a position to serve The Trade more efficiently than ever. We take this opportunity to extend greetings to The Trade for 1915. More people than ever are reading and buying books, and we confidently look forward to 1915 to be the Bookseller's Banner Year.

NEW BOOKS JUST READY

THE CANADIAN WOMAN'S ANNUAL AND SOCIAL SERVICE DIRECTORY. Edited by Emily P. Weaver, A. E. Weaver, and E. C. Weaver. Net, \$1.00.

BILLY SUNDAY, THE MAN AND HIS MESSAGE. By William T. Ellis. Authorized by Mr. Sunday. Two editions. Illustrated. \$1.00 and \$1.50.

THE LIFE AND TIMES OF LORD STRATHCONA. By W. T. R. Preston. Third edition. Net, \$2.50.

THREE THINGS. By Elinor Glyn. 50c.

MR. GREX OF MONTE CARLO. By E. Phillips Oppenheim, author of *The Vanished Messenger*, etc. \$1.35.

THE SECOND BLOOMING. By W. L. George, author of *The Making of an Englishman*, etc. \$1.35.

THE GREEN CURVE. By E. D. Swinton. \$1.25.

A great book of soldiers' war tales by "Eye Witness," the Chief of the British Intelligence Staff, who is sending the wonderful despatches from the front.

NEW WAR BOOKS

FIGHTING IN FLANDERS

By E. Alexander Powell.

This is unquestionably one of the most memorable books of first-hand description dealing with the war which has yet appeared. Mr. Powell, the special correspondent of "The New York World," was with the German army and an eye-witness of the bombardment of Antwerp, the destruction of Louvain, etc., and was the only correspondent who has been able to obtain from a general's own lips (General von Boehn, who sacked Louvain), the standpoint of the German Military Party in this war. Fully illustrated. Net, \$1.00.

PRUSSIANISM AND ITS DESTRUCTION

By Norman Angell, author of *The Great Illusion*. Paper boards, net, 35c; cloth, net, 50c.

SECRETS OF THE HOUSE OF HOHENZOLLERN

By Dr. Armgaard Karl Graves, author of "The Secrets of the German War Office." Everybody will want to read this startling book. Net, \$1.50.

WORLD POWER: THE EMPIRE OF CHRIST

By John MacNeill, Minister of Walmer Road Baptist Church, Toronto. A new book on "The War and Christianity" by one of the foremost pulpit orators of Canada. These are thrilling sermons of great force. Cloth, net, \$1.25.

DICTIONARY OF NAVAL AND MILITARY TERMS

By C. F. Sweeney. Net, \$1.00.

Send for complete list of War Books.

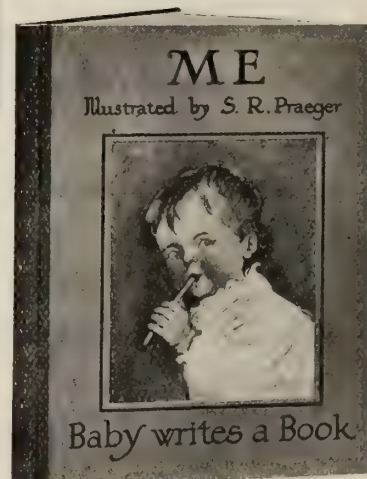
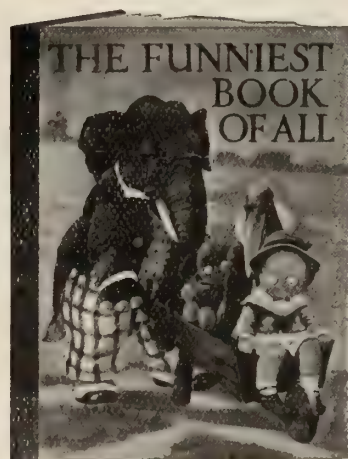
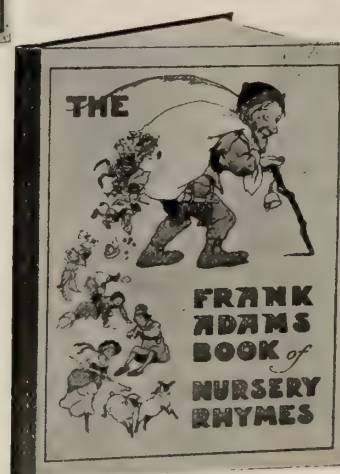
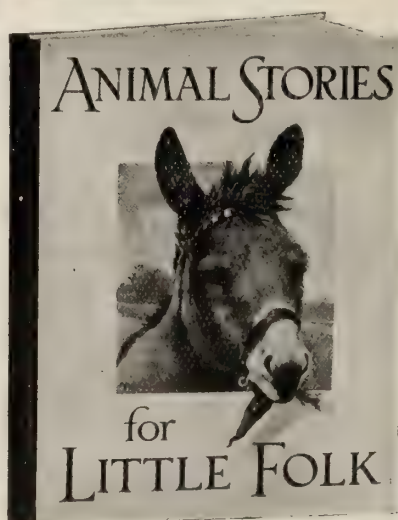
We are Sole Canadian Agents for all Military Publications of the British War Office.

GOOD THINGS TO COME

Many good things will appear on our spring list and we ask the trade to wait for our travellers, who will call in due course.

BLACKIE'S PICTURE BOOKS

BRITISH MADE



A Selection of Blackie's Picture Books will add to the Variety, Brightness, and Display of your Stock.

MUST BE BLACKIE'S
—See the Name on the Book

BLACKIE'S JUVENILES

New Lines at all Prices from all Wholesale Houses

TORONTO: HAROLD COPP, 33 Richmond St. West
BLACKIE & SON, LIMITED, London, Glasgow, Bombay

HIGGINS' TAURINE MUCILAGE



THE demand for a clean, tenacious and pure mucilage, secure against the corrosive influences affecting the average product in this line, induced us to put upon the market Higgins' Taurine Mucilage. It avoids the defects of the cheap and nasty dextrine and the dear and dirty gum mucilages. It is stronger, catches quicker and dries more rapidly than any other mucilage, and is perfectly clear, clean, non-corrosive, non-sedimentary and pleasant to sight and scent. It is put up in both bottles and

safety shipping cans, and will be found not only convenient for use, but entirely satisfactory so far as its working qualities are concerned. It will please your trade.

HIGGINS' AMERICAN DRAWING INKS
BLACKS AND COLORS

The Standard Liquid Drawing Inks of the World

CHAS. M. HIGGINS & CO., Manufacturers
NEW YORK CHICAGO LONDON
Main Office and Factory, BROOKLYN, N.Y., U.S.A.

TOY PROFIT

There is good profit in a line of Toys—besides, it attracts the family trade and that is the kind that pays.

Successful toymen keep posted on trade happenings, new articles, new ideas of salesmanship and window dressing, where to buy stock, etc.

“PLAYTHINGS”

each month has all the news of the toy trade. Subscription price ONE DOLLAR AND FIFTY CENTS a year postpaid.

Subscribe now and join those who are keeping up-to-date and in the swim.

A sample copy free if requested.

McCreedy Publishing Co.
118 East 28th Street New York



VERDIER

..... LIMITED

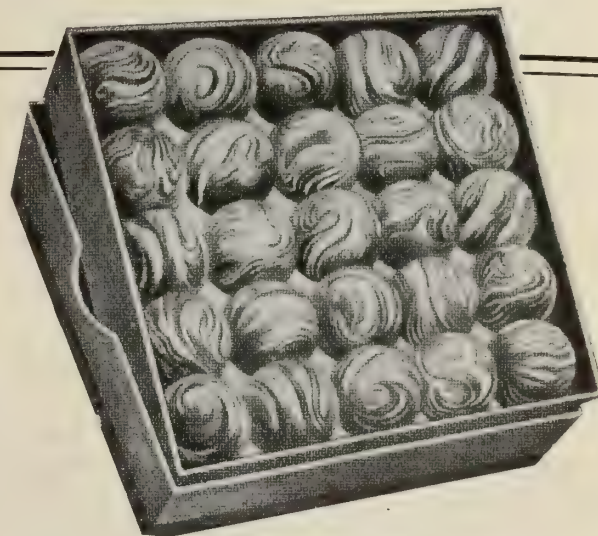
Printers & Publishers of
CHRISTMAS CARDS
◆◆ CALENDARS ◆◆
EASTER & BIRTHDAY CARDS
MENU & NAME CARDS
DANCE LISTS & PARTY INVITES
SACHET GREETING NOVELTIES
PRIVATE GREETING CARDS

British
Manufacture

TRADE
MARK

Speciality: Floral Colour Gravure Cards
DAINTILY PERFUMED
BLANKS & PRINTING FOR PUBLISHING TRADE
in exclusive processes

All enquiries direct to **VERDIER LTD.**
18 CHRISTOPHER STREET LONDON E.C.



Seen Our Marble Lines for This Season Yet?

Some of the most unique and attractive lines yet devised are included in our marble lines for this season. Marbles whose unusual beauty and coloring make irresistible displays. Why not get a goodly share of this season's marble trade by displaying the most attractive and quick-selling lines you can secure? Illustrated booklet and price list will be mailed without obligation.

THE M. F. CHRISTENSEN & SON CO.
AKRON, OHIO, U.S.A.

THE M. J. O'NEALLEY CO.

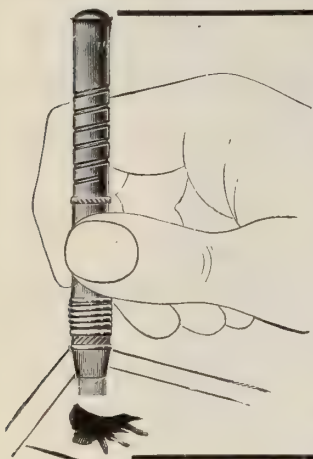
MANUFACTURERS OF
STENCIL BOARDS, OIL BOARDS
HIGH GRADE STOCK

WRITE FOR SAMPLES

SPRINGFIELD

MASSACHUSETTS

WE ALSO MAKE A SPECIALTY OF OIL TISSUES—STANDARD COLORS CARRIED IN STOCK.



Magic Ink Eraser

TEN DOLLARS PER GROSS

Removes a blot, a letter,
or a line like magic.

The brush is exactly the same as those in the 50 cent erasers. And, after all, it's the brush **\$10.00** that does the work! Per Gross.

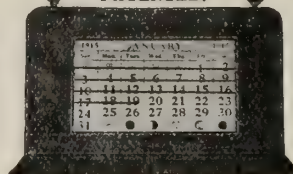
STRANSKY MFG. CO.

Incorporated

22 Warren Street, New York

PATENTED.

Made in two sizes:
large size
5 in. high
by 8½ in.
long;
small size,
3½ inches
high by 6
in. long.



UPTODATE Calendar

A pronounced improvement over any other desk calendar. A red line mechanically cancels past dates. Can be used from year to year and has found ready sale wherever displayed. Made in genuine leather, quartered oak, and solid mahogany.

Write for price-list and particulars.

IDEAL SPECIALTIES MAN'F'G CORP.

552 PEARL STREET

Superior
Paper
Fasteners

Appropriately named. The improved fastener has been accepted as superior to all others.

Actual
Size



Double prongs prevent paper twisting. Prong houses protect fingers.

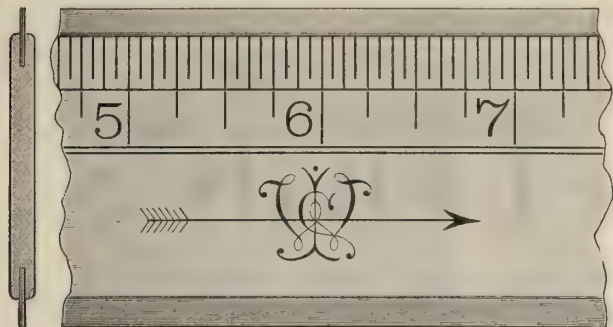
Send for samples and prices.

NEW YORK, U.S.A.

Advertising

"Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service."

—Elbert Hubbard.



No. 1733 Transparent Edges. See our Catalogue No. 42.

WESTCOTT-JEWELL CO., SENECA FALLS, N.Y., U.S.A.

IF YOU WANT SOMETHING AND DON'T KNOW WHERE TO GET IT—WRITE US—WE'LL TELL YOU.

BOOKSELLER AND STATIONER
Special Service Department

TOY MARBLES

The Best and Most Attractive
Line on the Market

THE SPRING SEASON'S BEST SELLER



Nine Attractive Colors All Sizes

Beautiful Designs No Two Alike

BROWN GREEN WHITE BLUE STRIPED ONYX

RED STRIPED CARNELIAN GOLDEN YELLOW JADE GREEN TURQUOISE BLUE

"AKRO AGATE" TOY MARBLES

Samples and Price List mailed on request
THE AKRO AGATE CO., Clarksburg, W. Va., U.S.A.

Manufacturers of
GLASS BALLS FOR EVERY PURPOSE

Canadian Representative:
L. G. BEEBE, 32-34 Front St. West, Toronto, Can.



Registered

Before buying a fresh stock of pens, get samples and prices of the famous

"Rob Roy" Pen

the popular and quick-selling pen.

It is made of fine steel, writes easily and smoothly and suits almost any hand. "Rob Roy" Pens are made in one of the best equipped factories in Birmingham, Eng.—the home of the pen-making industry.

Manufactured by the proprietors:
Hinks, Wells & Co., Birmingham, Eng.

PHYSICAL CULTURE

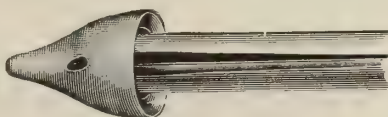
The Leading Publication of its kind.
Edited by John Brennan.

On sale the 21st of each month from your News Company. Fully returnable within 60 days. Give it a display. Call your customers' attention to it and they will not want to be without it.

Advertising matter furnished on request.
PUBLISHED BY

PHYSICAL CULTURE PUBLISHING CO.
FLAT IRON BUILDING NEW YORK

PARAGON PEN BRUSH No. 80



Paragon Rubber Fountain Marking Pen is the best Marking Pen or Brush ever invented for making card board signs and marking cartons and shipping packages, and for School Work.

The principal feature is the uniform mark. No different line or mark can be made.

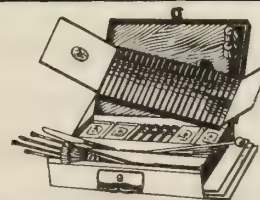
Retails for 10 cents. Can be ordered through any Canadian jobber.

Manufactured by
FRANK A. WEEKS MFG. CO.

93 John Street, New York.

Manufacturers of
Paragon Slide Cover Inkstands, and other Specialties.

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON CO
ESTD. 1842. MONTREAL.

BUSINESS LOGIC!

ADVERTISING is intended to stimulate trade; to establish a connection for the advertiser and make his name well known; to standardize his product and educate the public to an appreciation of its advantages.

¶ If advertising is useful in times of peace, should it not be just as helpful in times of war?

¶ Should not the connection established during a period of commercial prosperity be maintained, even strengthened, until prosperity returns?

¶ Should not the process of familiarizing and educating go on?

¶ If not, why not?

¶ Changes are taking place in the industrial life of Canada. New businesses are coming into existence, some encouraged by the unusual conditions—others undaunted by them. New markets are being opened up. The industrial map of Canada, like the geographical map of Europe, is changing.

¶ The persistent advertiser will keep in touch with his old friends and meet the newcomers. During times of war he will get his share of business and when the war is over his prestige will have been strengthened and his connection enlarged. He will have lost nothing and gained much.

Do You Know Canada?— Make Canada Known

25 cents invested in the
War Year Edition of

5,000 FACTS ABOUT CANADA

for 1915 (compiled by Frank Yeigh),
will produce good dividends.

Also \$1.25 for

"THROUGH THE HEART OF CANADA"

(Postage 13 cents) A richly illustrated book by Mr. Yeigh.

Liberal discounts to dealers through news companies
or direct. Display advertising supplied.

CANADIAN FACTS PUB. CO.

588 Huron Street . . . TORONTO, CANADA



The Live Line Of Writing Papers So Popular In The Dominion—"Keith's"

You, Mr. Dealer, can
build up your Fine
Stationery Business
by selling the Keith
line.

The variety is large
—the tints and fin-
ishes many and the
margin of profit most
attractive.

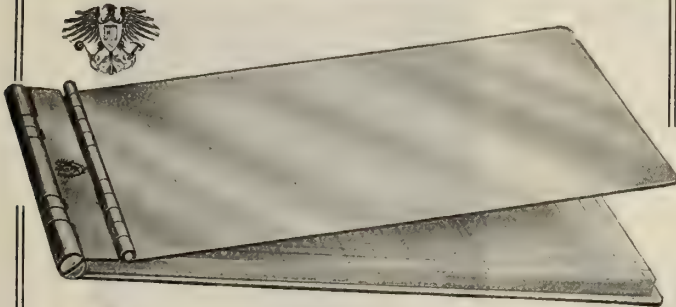
Mr. Wm. E. Coutts, of
Toronto, will be glad to
show you the line or re-
ply to any inquiry you
may make.

American Papeterie Company

Sole Manufacturers

Albany, New York, U.S.A.

THE NATIONAL LINE



ALUMINUM SHEET HOLDER

This Holder will be found especially useful for ship-
ping clerks, truckmen and delivery boys, whose re-
quirements demand a device that will withstand severe
handling. It is made of Aluminum, strong, light and
rustless, especially adapted for outdoor use.

The only Holder which has its spring mechanism so
designed that all springs have a uniform tension, and
with the springs protected in brass housings against
damage.

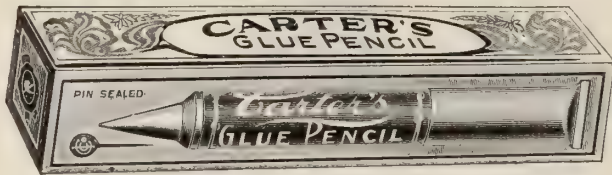
Capacity—The spring hinge will grip securely one
sheet up to three-eighths of an inch of paper.

Lettering on Aluminum Holders, Packed 6 in box
10c per line of 5 in.; 20c for longer lines.
14 Stock Sizes—3½ x 6½ up to 12 x 9½ in.

NATIONAL BLANK BOOK CO.

HOLYOKE, MASS., U.S.A.

CARTER'S Glue Pencil



No. 236

Place our attractive display box of 1 doz. of these Self-Sealing Glue Pencils in decorated cartons on your counter.

Get your customers to try this handy Glue Pencil once. They will then find they can't do without it. Order this display box now.

The Carter's Ink Co.

356 St. Antoine St. MONTREAL

WELDON ROBERTS RUBBER ERASERS

The name WELDON ROBERTS on rubber erasers is the Mark and Guarantee of the *finest quality*.

Ink and pencil rubber erasers and cleaners of every style; for the School, Office, Factory, Library and Home; for Draughtsmen, Artists, Engineers, Students, Typewriters and Accountants.

WELDON ROBERTS RUBBER CO.

WORKS: NEWARK, N.J., U.S.A.

More Business for You— Through Our Advertisements

Look for these Ads in
**CANADIAN MACHINERY
and
POWER HOUSE**

These two publications have large circulations. They are read by the particular class to whom a majority of our "Practical Handbooks" appeal. These little books are money-makers for those who use them intelligently. Canadian people know this. They have used them before. Thousands have bought direct from us, by mail. In the States we conduct regular advertising campaigns and sell through dealers. In Canada we want to do likewise—hence this advertising campaign.

You Will Be Asked for These Books

This aggressive advertising campaign, direct to prospective purchasers, informing them that American School "Practical Handbooks" will now be sold at all book stores is going to send lots of people to your store. You will begin, very shortly, to have call for these books. It's always "Good Business" to be able to say to a customer: "Yes, we have it." When people find what they want in a store they get the "Return Habit." They come back for other things. They become regular customers.

American Technical Society, Publishers

58th Street and Drexel Avenue

Chicago, Ill., U.S.A.

BUY THESE Practical Handbooks FROM YOUR DEALER

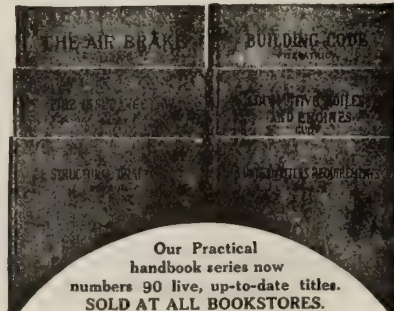
A FEW OF THE TITLES COMPRISING OUR
PRACTICAL HANDBOOK SERIES.

Air Brake	\$1.00
Alternating Current Machinery	3.00
Applied Electrochemistry	1.00
Electric Railways	1.50
Electric Wiring and Lighting	1.00
Foundry Work	1.00
Gas Engines and Producers	1.00
Locomotive Boilers and Engines	1.00
Machine Drawing	1.50
Machine Shop Work	1.50
Pattern Making	1.00
Power Stations and Transmission	1.00
Refrigeration	1.00
Steam Engines	1.00
Steam Engine Indicators and Valve Gears ..	1.00
Switchboards	1.00
Tool Making	1.50

If your dealer does not have the particular book of this series that you want, ask him to order it for you or order it direct from us yourself.

PRACTICAL BOOKS FOR PRACTICAL MEN

These books were written especially for practical self-instruction, by experts whose experience and standing make them authorities. They are so clear that the beginner can understand them; so thorough that the trained worker can learn from them; so practical that they will give any man a working knowledge of the subjects that they treat and save him both time and money.



Our Practical
handbook series now
numbers 90 live, up-to-date titles.
SOLD AT ALL BOOKSTORES.

They not only cover the fundamental principles of mechanical science, engineering, power, and business usage, but also present the latest developments and the accepted practice of the most successful men in these lines. They give men a practical knowledge of practical things, which enables them to think more accurately and to work more efficiently; and they compose the most helpful, reliable, and comprehensive series of home study books ever put upon the market.

AMERICAN SCHOOL OF CORRESPONDENCE, 58th St. and Drexel Ave. CHICAGO, ILLINOIS.

Better Send for Catalogue—Now!

But you can facilitate matters by selecting titles from those given in the reproduced advertisement, and mailing your first order at once. You will be agreeably surprised at the prices at which we will bill you! You will have plenty of margin for a good liberal profit. More than you can make on any other handbooks published—and you will be giving your customers greater satisfaction. Back of this statement is sixteen years satisfactory selling to the book stores of the United States. With your first order we will send you our complete catalogue. Mail the order to-day!

THE TOY AND FANCY GOODS TRADER

THE PAPER THAT GETS RESULTS

No Canadian store should be without a copy. Brim full with trade information, items of interest and articles of considerable help to you in your business.

SUBSCRIBE
TO-DAY

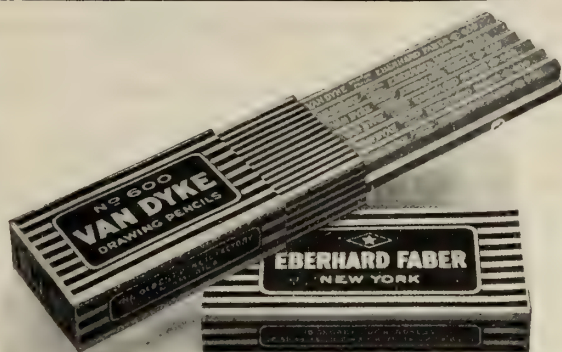
Per Year

\$1.25

Post Free

SEND FOR
SPECIMEN COPY

The Toy and Fancy Goods Trader, 40-43 Fleet Street, London, E.C.



Made in America by
The Oldest Lead Pencil Factory in America

WHEN we announce that the "Van Dyke" Is the Best pencil we have produced, every stationer knows that it must be one of exceptional merit.

Fifty years of experience, coupled with the best efforts of our chemical laboratory in the conduct of varied and prolonged experiments to provide what is essential in a lead we would call "our best," have resulted in the "Van Dyke."

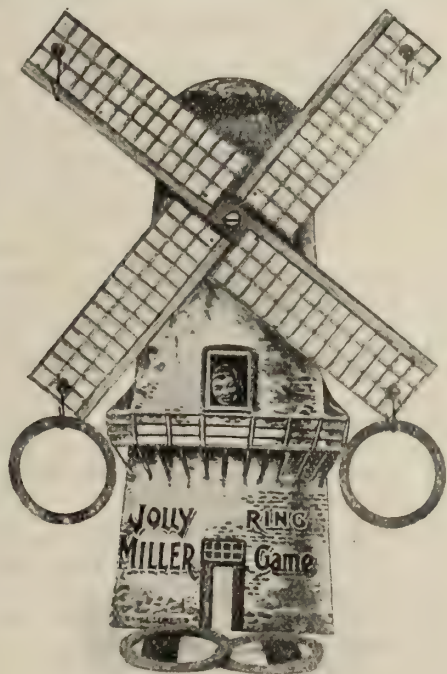
Absolute smoothness, an unvarying texture and a wear-resisting durability—elements so necessary in the ideal drawing lead, have been developed to an unusual extent, and the "Van Dyke" will more than satisfy the most critical of professional and technical users.

No. 600 "Van Dyke" is Hexagon Shape, Yellow Polish, with lead in the following degrees: 6B, 5B, 4B, 3B, 2B, B, HB, F, H, 2H, 3H, 4H, 5H, 6H, 7H. Quality and Accuracy of Degree of Lead Guaranteed.

We shall be glad to submit samples and interesting prices to the trade upon request.

EBERHARD FABER

NEW YORK



C. H. JOHNSON
CALL LANE - LEEDS, ENG.

Manufacturer of the Famous

"Royal" Series of Games

The "Royal Series" are the best value and the readiest sellers of any games on the market. Very special value in toy books, painting and drawing books, etc.

ENQUIRIES INVITED FROM WHOLESALE BUYERS

Samples will be on view at the British Toy Exhibition, Royal Agricultural Hall, London, March 16th to 26th, 1915.

BUYERS' GUIDE

The Topaz Pencil

As good as any at any price.
Better than any at the same price.

**HB, H, with rubber tips,
HB, H, 2H, 3H, 4H, B, 2B**
without rubbers.

INDELIBLE COPYING
Medium and Hard.

Write for Samples to

Warwick Bros. & Rutter, Limited
Wholesale Stationers, TORONTO.

PAYSON'S INDELIBLE INK



Trade supplied by all Leading Wholesale
Drug Houses in the Dominion.

Received Highest Award Medal and Diploma
at Centennial, Philadelphia, 1876; World's Fair,
Chicago, 1893, and Province of Quebec Exposit-
ion, Montreal, 1897

YOUR AD. HERE

WOULD BE READ

BY OVER 80% OF

CANADA'S BOOK-

SELLERS AND

STATIONERS.

ART SUPPLIES.

Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.

BLOTTING PAPERS.

The Albemarle Paper Co., Richmond, Va.
John Dickinson & Co., Montreal.
Dawson & Sons, W. V., Montreal.

BLANK BOOKS.

Boorum & Pease Co., Brooklyn, N.Y.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto,
Winnipeg.
National Blank Book Co., Holyoke, Mass.
The Copp, Clark Co., Toronto.
W. J. Gage & Co., Toronto.
Warwick Bros. & Rutter, Toronto.

CHRISTMAS AND PICTURE POST CARDS.

Dow & Lester, Foresters Hall Place, Clerken-
well Rd., London, E.C.
Alfred Guggenheim, 529 Broadway, N.Y.
Birch Bros., 266 King St. W., Toronto.
Menzies & Co., Toronto.
Packard Bros., 329 Craig St. W., Montreal, Que.
Valentine & Sons, Toronto and Montreal.
T. J. Wright & Sons, Ltd., Blackhorse Lane,
Walthamstow, London.
Samuel A. C. Todd, 26 Bothwell St., Glasgow,
Scotland.
Raphael Tuck & Sons Co., Ltd., 9 St. Antoine
Street, Montreal.

CODE BOOKS.

The American Code Co., 83 Nassau St., New
York.

CRAYONS.

American Crayon Co., Sandusky, Ohio.
Binney & Smith, New York.

EMBOSSING.

Standard Embossing Co., 36-38 Lombard St.,
Toronto

ENVELOPES.

Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Limited, Montreal, Toronto,
Winnipeg.
W. J. Gage & Co., Toronto.
Warwick Bros. & Rutter, Toronto.

FANCY PAPERS, TISSUES AND BOXES.

Dennison Mfg. Co., Boston.
Menzies & Co., Toronto.
A. R. MacDougall & Co., 266 King St. W.,
Toronto.

FOUNTAIN PENS.

Arthur A. Waterman Co., Ltd., New York.
Mable, Todd & Co., Toronto.
Sanford & Bennett Co., 51-53 Maiden Lane,
New York.
A. R. MacDougall & Co., 266 King St. W.,
Toronto.
Paul E. Wirt Co., Brown Bros., Ltd., Toronto,
Canadian Agents.

INKS, MUCILAGE AND GUMS.

Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.
W. V. Dawson, Limited, Montreal, Toronto,
Winnipeg.
Stephens' Inks, Montreal.
S. S. Stafford Co., Toronto.
"Gloy," A. R. MacDougall & Co., 266 King
St. W., Toronto.
"Glucine," Menzies & Co., Limited, 439 King
St. W., Toronto.

INDELIBLE INK.

Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.
H. C. Stephens, London, Eng.

INKSTANDS.

The Sengbusch Co., Milwaukee.

LEAD AND COPYING PENCILS.

American Pencil Co., New York.
A. R. MacDougall & Co., 266 King St. W.,
Toronto.

LOOSE LEAF BOOKS, BINDERS AND HOLDERS.

The Brown Bros., Ltd., Toronto.
Boorum & Pease Co., Brooklyn.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto,
Winnipeg.
The Copp, Clark Co., Toronto.
National Blank Book Co., Holyoke, Mass.
Smith, Davidson & Wright, Ltd., Vancouver.
Samuel C. Tatum Co., Cincinnati.
W. J. Gage & Co., Toronto.
Warwick Bros. & Rutter, Toronto.

THE FAULTLESS LINE OF LOOSE LEAF METALS

Most complete line of Ledger, Sectional
Post, Solid Post and other Loose Leaf
Metals.

On request to-day our Catalog GC and
special proposition.

STATIONERS LOOSE LEAF CO.

342 Broadway - Milwaukee, Wis.
203 Broadway - New York City

WANTED

Any of the original editions of the
Jesuit Relations.

ROBERT H. DODD

443 Fourth Ave. New York City

Standard Commercial Works

CANADIAN CUSTOMS TARIFF
HAND BOOK. Enlarged and revised
to date.Price, \$1.00

MATTE'S INTEREST TABLES at 4
to 10 per cent.Price, \$3.00

MATTE'S INTEREST TABLES at 3
per cent.Price, \$3.00

HUGHES' INTEREST TABLES and
book of days combined, at 3 to 8 per
cent.Price, \$5.00

HUGHES' SUPPLEMENTARY IN-
TEREST TABLESPrice, \$2.00

HUGHES' INTEREST TABLES at 6
and 7 per cent., on folded card,
Price, \$1.00

HUGHES' SAVINGS BANK INTER-
EST TABLES, at 3 or 3½ per cent.,
each on separate card.Price, \$1.00

BUCHAN'S STERLING EXCHANGE
TABLESPrice, \$4.00

BUCHAN'S STERLING EQUIVA-
LENTS AND EXCHANGE TABLES.
Price, \$4.00

BUCHAN'S PAR OF EXCHANGE
(Canadian) Mounted on card. Price, 35c

THE IMPORTER'S STERLING AD-
VANCE TABLES. From 5 to 100 per
cent. advancePrice, \$2.00

IMPORT COSTS. A new Advance
TablePrice, \$1.50

THE IMPORTER'S GUIDE. Advance
TablesPrice, 75c.

A complete catalogue of all the above pub-
lications sent free upon application.

Morton, Phillips & Co.

PUBLISHERS

115 Notre Dame St. West MONTREAL

N.B.—The BROWN BROS., Ltd., Toronto, carry
a full line of our publications.

BUYERS' GUIDE



When Considering School Supplies

write us for prices on

Paints, Paint Boxes,
Brushes and Gen-
eral Artists' Sup-
plies.

Artists' Supply Co., Agents for European
Manufacturers
77 York St., Toronto, Can.

Prompt, Economic and Efficient Ser-
vice as Agent Offered to Canadian
Booksellers and Publishers by

HENRY GEORGE

16-20 Farringdon Ave., Farringdon
Street, London, Eng.

Pick-up orders carefully attended to.
Books or Periodicals by mail or case.
WRITE FOR TERMS.

CARBON PAPERS AND TYPEWRITER RIBBONS

Manufacturers of the highest quality.
It will pay you to give your customers
the best.

J. A. HEALE & CO.

96 JOHN STREET NEW YORK

When
Writing
Advertisers
Kindly
Mention
This
Paper

LEATHER AND FANCY GOODS.

Brown Bros., Ltd., Toronto.
Warwick Bros. & Rutter, Toronto.

MAP PUBLISHERS.

Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

NEWS COMPANIES.

Imperial News Co., Montreal, Toronto, Win-
nipeg.
Toronto News Co.
Montreal News Co.
Winnipeg News Co.

PAPER FASTENERS.

Ideal Specialties Mfg. Corp., 552 Pearl St.,
New York City.

PAPETERIES AND WRITING PAPERS.

W. V. Dawson, Limited, Montreal, Toronto,
Winnipeg.
Warwick Bros. & Rutter, King St. and Spa-
dina Avenue, Manufacturing Stationers,
Toronto.
The Brown Bros., Ltd., Toronto.
W. J. Gage & Co., Ltd., Manufacturing Sta-
tioners, Toronto.
The Copp, Clark Co., Toronto.
Buntin, Gillies & Co., Hamilton.
Eaton, Crane & Pike, Pittsfield, Mass.
A. R. MacDougall & Co., 266 King St. W.,
Toronto.

PHOTO MAILERS.

Thompson & Norris, Brooklyn, N.Y.

PLAYING CARDS.

Goodall's English Playing Cards, A. O. Hurst,
Scott St., Toronto.
Consolidated Lithographing and Mfg. Co.,
Ltd., Montreal.
U. S. Playing Card Co., Cincinnati, O.

PICTURE FRAMES.

Matthews Bros., Ltd., 788 Dundas St., Toronto.

PICTURE POST CARDS.

Dow & Lester, Foresters Hall Place, Clerk-
enwell Rd., London, E.C.
Gilbert Post Card Co., 54 W. Lake St., Chi-
cago.

Birn Bros., 266 King St. W., Toronto.
Valentine & Sons Publishing Co., Montreal.
T. J. Wright & Sons, Ltd., Blackhorse Lane,
Walthamstow, London.
Raphael Tuck & Sons, Ltd., 9 St. Antoine
St., Montreal.

SHEET MUSIC.

Anglo-Canadian Music Pub. Assn., 144 Vic-
toria St., Toronto.
McKinley Music Co., 1501-15 East Fifty-Fifth
St., Chicago.

STATIONERS' SUNDRIES.

Brown Bros., Ltd., Wholesale Stationers,
Toronto.
The Copp, Clark Co., Wholesale Stationers,
Toronto.
W. V. Dawson, Limited, Montreal, Toronto,
Winnipeg.
W. J. Gage & Co., Wholesale Stationers,
Toronto.
Warwick Bros. & Rutter, Wholesale Station-
ers, Toronto.
A. R. MacDougall & Co., 266 King St. W.,
Toronto.
Buntin, Gillies & Co., Hamilton.

STORE FIXTURES.

Oscar Onken Co., 262 Fourth Ave., Cincinnati,
Ohio.

STEEL WRITING PENS.

John Heath, 8 St. Bride St., E.C., London.
Hinks, Wells & Co., Birmingham, Eng.
Spencerian Pen Co., New York.
Esterbrook Pen Co., Brown Bros., Ltd., Tor-
onto, Canadian Representatives.
A. R. MacDougall & Co., 266 King St. W.,
Toronto.

STENCIL BOARDS.

The M. J. O'Malley Co., Springfield, Mass.
TALLY CARDS, DANCE PROGRAMMES.
The Chas H. Elliott Co., North Philadelphia,
Pa.

The Drysdale Co., Chicago.
Verdier, Ltd., 18 Christopher St., London, E.C.
Warwick Bros. & Rutter, Toronto.

TYPEWRITER RIBBONS AND CARBONS.
Peerless Carbon Co., Toronto.

Wittag & Volger, Park Ridge, N.J.
The A. S. Hustwit Co., Toronto.
J. A. Heale & Co., 96 John St., New York,
N.Y.

TOYS.

Faudels, Limited, Newgate St., London, Eng.

TOY MARBLES.

The M. F. Christensen & Son Co., Akron,
Ohio.

Akro Agate Co., Clarksburg, West Va., U.S.A.

WALL PAPERS.

Montana, Ltd., Toronto.
STANDARD COMMERCIAL PUBLICATIONS.
Morton, Phillips & Co., Montreal.

SPECIAL OFFER

Real Photographic View-Cards of
your town, glossy or dull finish,
sepia or black, at \$1.50 per hun-
dred. All we need is a picture or
card. Negatives 25c. Free when
six or more views are taken.

Alfred Guggenheim & Co.
529-533 Broadway, New York

THE "WANT AD."

The "want ad." has grown from a
little used force in business life into
one of the great necessities of the
present day.

Business men nowadays turn to
the "want ad." as a matter of course
for a hundred small services.

The "want ad." gets work for
workers and workers for work.

It gets clerks for employers and
finds employers for clerks. It brings
together buyer and seller, and enables
them to do business though they may
be thousands of miles apart.

The "want ad." is the great force
in the small affairs and incidents of
daily life.

When writing to
advertisers kindly
mention this paper

Condensed Advertisements

MISCELLANEOUS.

BOOKS—ALL OUT OF PRINT BOOKS SUPPLIED no matter on what subject. Write us. We can get you any book ever published. Please state wants. When in England call and see our 50,000 rare books. Baker's Great Book shop, 14-16 John Bright Street, Birmingham, England.

ROBERT H. DODD, FOURTH AVE. AND 30th St., N. Y. City. Dealer in rare books, autograph letters, manuscripts. Correspondence invited. (tf)

CROWLEY, THE MAGAZINE MAN, INC., 3291 3rd Ave., N.Y. City. Wholesale only. Price book on request.

FOR SALE—BOOK, STATIONERY, CHINA and fancy goods business in best city in Western Ontario, established over fifty years, store can be leased to desirable tenant, good reasons for selling. Those interested, write for particulars to Box 328, Bookseller and Stationer, Toronto.

HOTEL DIRECTORY.

HALIFAX HOTEL
HALIFAX, N.S.

ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents.

15½ Toronto St. 52 Can. Life Bldg
Toronto Montreal




"Select"
Christmas Cards
have a reputation
for Originality and
Excellence in Style
and Value.

SAMUEL A. C. TODD,

Publisher,

26 BOTHWELL STREET,
GLASGOW, SCOTLAND.

TELEGRAMS: "YUETIDE, GLASGOW."



Proves How Profitable

Carbon Paper OUGHT to Be

Proves it through better sales, and the greater frequency with which customers return for more of the clean, tidy, durable carbon—Whitedge Efficiency. You'll realize just how profitable carbon really can be when you start pushing aggressively the best of all carbons—Whitedge Efficiency. Samples and dealer's proposition for the asking.

Made only by H. M. Storms Co.
New York, U.S.A.

THE A. S. HUSTWITT CO.
44 Adelaide St. West - TORONTO
Canadian Distributors

MADE IN CANADA
MATTHEWS BROS.

LIMITED

788 Dundas Street ∴ Toronto, Canada

OVAL FRAMES
For CONVEX and FLAT GLASS
A VERY MUCH BETTER PRICE,
BETTER FINISH—BETTER MAKE

No. 22. \$60 Per Gross.



SPECIAL—like to make big money on a special line?

In appreciation of your efforts to make Liberty Fountain Pens as well known in Canada as they are in the States, for a limited time only we are making you a **Special Offer of one gross for \$60.** These pens are solid gold, pointed with Iridium, and the workmanship on the barrels cannot be surpassed by pens of higher cost. They sell regularly at \$1.00 to \$1.50, and reckoned at this rate you will see the gross will bring you a profit of \$84 or more on an investment of only \$60.

LIBERTY FOUNTAIN AND GOLD PEN CO., 69 Cortlandt Street, NEW YORK CITY.



No. 2 Safety, \$7 doz.

John Wanamaker says that advertising doesn't jerk — it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.



It's volume alone that carries the profit—

There's no real "velvet" in the individual sale. It's the continual re-order, the incessant demand that carries the profit. To stock up with Blottings of doubtful satisfaction is to definitely lay the way for poor sales and poorer profits. But once you have introduced

"WORLD" BLOTTING

to your customers you have sown the seed of continual re-orders, of incessant demand. **World Blotting** is the most absorptive blotting known to the commercial world. Made by the largest manufacturers of blottings anywhere, who devote their whole time and attention to the making of blotting paper exclusively.

Wherever folks appreciate quick-working, satisfactory blotting paper, there you'll find **World Blotting**. Wherever dealers know the real value of "volume" in sales, there you'll find **World Blotting** prominently displayed.

Make the high successes of the past year point the way to bigger profits in 1915 by getting the sales-building power of **World Blotting** working in your store.

We will be pleased to send complete samples and information without obligating you in the least. Write to-day.

The Albemarle Paper Mfg. Co.

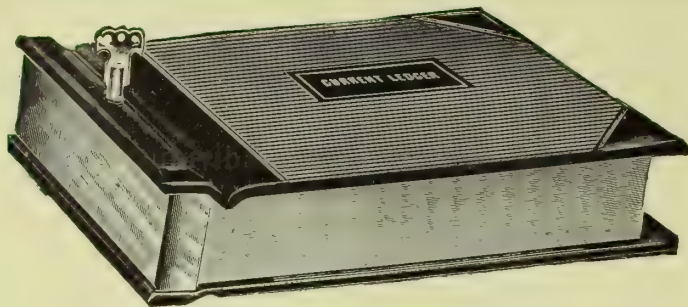
RICHMOND, VA., U.S.A.

BROWN BROTHERS, Limited, TORONTO, Canadian Agents

Samples of World and other Albemarle brands
will be mailed by writing Canadian Agents



BADGER LOOSE-LEAF LEDGERS



Make it easy to
"TURN OVER A
NEW LEAF"

Help your customers to overhaul their office equipment.
Show them a complete line of

Loose-Leaf Ledgers
Loose-Leaf Binders
Loose-Leaf Holders
Loose-Leaf Price Books
Loose-Leaf Memorandum Books

Vertical Filing Cabinets
Card Index Outfits
Blank Books and Letter Books
Carbon and Typewriter Papers
Rubber Bands



Four
Finishes
Six
Sizes

Look
For The
Watermark

"MADE IN CANADA" STATIONERY

BUNTIN, GILLIES & CO., Limited, HAMILTON

BOOKSELLER & STATIONER

AND

OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty years the recognized authority for those interests.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 143-153 University Ave. WINNIPEG, 34 Royal Bank Bldg. LONDON, ENG., 88 Fleet St., E.C.

VOL. XXXI.

PUBLICATION OFFICE: TORONTO, FEBRUARY, 1915

No. 2

Sell the Pens That Give Good Service at the Front

A dependable, high quality "safety" fountain pen is one of the most appreciated gifts that can be sent to the brave men in the trenches. Mothers, sisters, and other men's sisters know that the recipient will use and treasure any one of the various styles of

SANFORD & BENNETT Fountain Pens

Display these well-known pens and watch your sales grow.

You know that every pen sold will net you a good profit. You know that it will give satisfaction because it combines the highest quality in material and workmanship with popular price, and many improvements over other pens.

Write for prices and discounts.

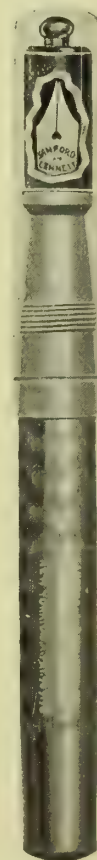
SANFORD & BENNETT CO.

51-53 Maiden Lane

NEW YORK



The
Commercial
Safety
—
Ready to
Write



The
Commercial
Safety
—
Sectional
View

VENUS PENCILS



Venus pencils in their entirety are made in America.

Venus pencils are guaranteed to be the finest in the world.

The 17 degrees (6B softest to 9H hardest) cover every writing and drawing requirement. Venus pencils are also made in two copying degrees.

Among the trade the supremacy of "Venus" has become generally recognized. Venus excellence has grown to be "taken for granted" and dismissed from the mind.

We want to go a bit further. We want every user of Venus pencils not only to know they are good, but to know more about *why* they are good.

We have interesting and business-bringing "dealers' helps" which assist you in telling about Venus pencils.

Ask us about them.

AMERICAN LEAD PENCIL COMPANY
220 FIFTH AVENUE, NEW YORK

In addition to "VENUS" and Velvet Pencils we make a complete line of pencils of every style and grade, penholders, erasers and rubber bands.





Royalty Queen



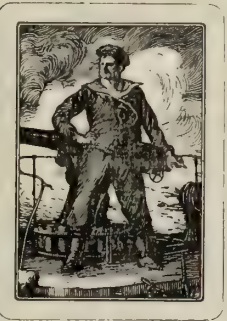
Ocean to Ocean



Map of Canada



For King and Country



The Navy



The Army



World's Granary



World's Orchard



For Honour



Canadian Flag

GOODALL'S ENGLISH PLAYING CARDS

∴

NEW SERIES *of*
PATRIOTIC LINES
that WIN FAVOR
at SIGHT

Including a Playing Card
in colors showing the
Flags of the Allies, called
"United," in Whist size,
in addition to the new lines
illustrated herewith. These
cards will be big sellers
with the Tourist trade.

Order through your jobber.

WRITE

AUBREY O. HURST

FOY BUILDING, Front St. W., TORONTO

GOODALL'S
ENGLISH



PLAYING
CARDS

LOOSE

I-P

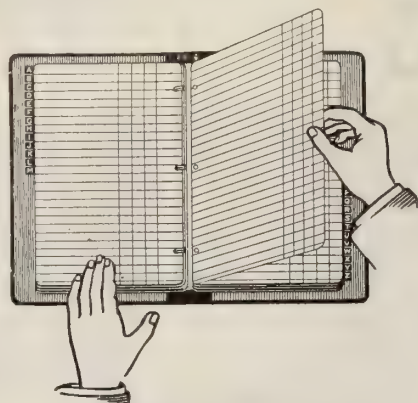
LEAF

LOOSE

I-P

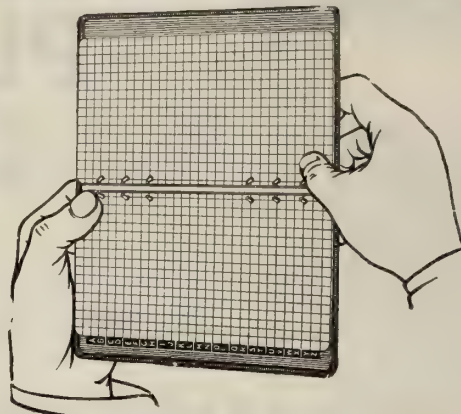
LEAF

The **LOOSE I-P LEAF** line includes a **full range** of books for **almost every use**, also a large assortment of ruled and printed forms for **commercial** and **professional use**. We illustrate a few styles below and will be pleased to send a complete catalogue on request.



PRICE BOOKS

carried in stock in ten sizes, open side and end. Three bindings— $\frac{1}{2}$ inch and 1 inch capacity. Sheets in all rulings.



MEMO BOOKS

carried in stock in eight open side sizes and four open end. Bound full morocco. Sheets in all rulings.



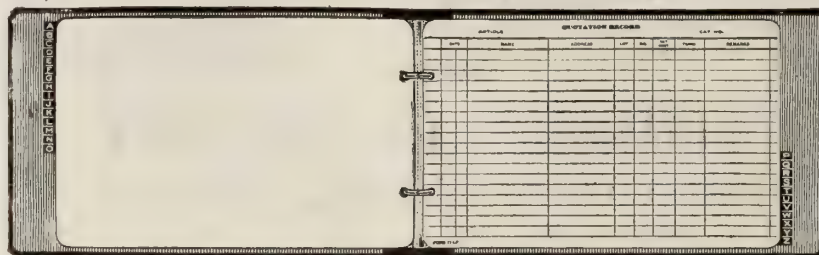
LARGE RING BINDERS

in all *standard* sizes with rings from ½ inch to 2 inch capacity. Full canvas and half-bound bindings.



STUDENTS' NOTE BOOKS

Twelve sizes. Bound full cloth.
Sheets ruled or plain.



Over one hundred ruled and printed forms for **Commercial** and **Professional** use.
Sample sheets sent on request.

Canadian Agents for

LOOSE

I-P

LEAF

BROWN BROS., LIMITED

Manufacturing Stationers.

Simcoe and Pearl Streets, TORONTO



MG&S Spring Announcement



New Fiction

THE HOUSE OF THE MISTY STAR.

By Frances Little, Author of "The Lady of the Decoration." Illustrated - - - - \$1.25

MR. GREX OF MONTE CARLO.

By E. Phillips Oppenheim, Author of "The Vanished Messenger," etc. Illustrated - - - \$1.35

THE SECOND BLOOMING.

By W. L. George, Author of "The Making of an Englishman." - - - - \$1.35

THE ENEMY.

By George Randolph Chester, Author of "The Ball of Fire," "Get-Rich-Quick Wallingford," "Cordelia Blossom," etc. Illustrated - - \$1.35

LITTLE COMRADE. A Story of the Great War.

By Burton E. Stevenson, Author of "The Marathon Mystery," "The Destroyer," etc. - - \$1.25

THE WAR TERROR.

By Arthur B. Reeve, Author of "The Dream Doctor," "Guy Garrick" - - - - \$1.00

STILL JIM.

By Honore Willise, Author of "Heart of the Desert," Illustrated - - - - \$1.35

AMARILLY OF CLOTHES LINE ALLEY.

By Belle K. Maniates. Illustrated - - - \$1.00

MY HEART'S RIGHT THERE.

By Florence L. Barclay, Author of "The Rosary," etc. - - - - .75

ADVENTURES OF DETECTIVE BARNEY.

By Harvey J. O'Higgins, Author of "The Smoke-Eaters," etc. Illustrated. - - - \$1.25

PIERROT, DOG OF BELGIUM.

By Walter A. Dyer. Illustrated - - - - \$1.00

THE BRIDE OF THE SUN.

By Gaston Leroux, Author of "The Mystery of the Yellow Room," etc. - - - - \$1.35

THE RETURN OF TARZAN.

By Edgar Rice Burroughs, Author of "Tarzan of the Apes." - - - - \$1.35

ASHTON KIRK, SPECIAL DETECTIVE.

By John T. McIntyre, Author of "Ashton Kirk," "Investigator," etc. - - - - \$1.25

BEFORE THE GRINGO CAME.

By Gertrude Atherton, Author of "Perch of the Devil," etc. - - - - \$1.35

SPRAY ON THE WINDOWS.

By J. E. Buckrose, Author of "Because of Jane," "Down Our Street," etc. - - - - \$1.25

THE ROSE-GARDEN HUSBAND.

By Margaret Widdemer. Illustrated - - - \$1.00

New General Works

FORTY YEARS IN CANADA.

By Major-General Steele, C.B., M.V.O., late of the North West Mounted Police, and the South African Constabulary; Commander of Strathcona's Horse - - - - Net \$5.00
Half Morocco - - - - - Net \$7.50

BILLY SUNDAY.

By William T. Ellis, Author of "Men and Missions." - - - - Net \$1.50
Cheaper edition - - - - - Net \$1.00

FIGHTING IN FLANDERS.

By E. Alexander Powell - - - - - Net \$1.00

SECRETS OF THE HOUSE OF HOHENZOLLERN.

By Dr. A. K. Graves, Author of "The Secrets of the German War Office." - - - - Net \$1.50

THE MAKING OF THE WAR.

By Sir Gilbert Parker - - - - - Net \$1.00

SIR JOHN FRENCH.

By Cecil Chisholm, M.A. - - - - - Net .50

WORLD POWER: THE EMPIRE OF CHRIST.

By Rev. John MacNeill, Minister of Walmer Road Baptist Church, Toronto - - - - Net \$1.25

THE CANADIAN WOMAN'S ANNUAL AND SOCIAL SERVICE DIRECTORY.

Edited by Emily P. Weaver, A. E. Weaver and E. C. Weaver - - - - - Net \$1.00

PRUSSIANISM AND ITS DESTRUCTION.

By Norman Angell, Author of "The Great Illusion," - - - - - Boards, Net .35
Cloth, Net .50

BABY CLOTHING.

By Wilena Hitching and Delia Thompson Lutz. Illustrated and with Seventeen Patterns - - Net \$1.00

THE FORD CAR. ITS CONSTRUCTION, OPERATION AND REPAIR.

By Victor W. Page. Illustrated - - - - Net \$1.00

THE NEW BEDTIME STORY BOOKS.

By Thornton W. Burgess.

THE ADVENTURES OF DANNY MEADOW-MOUSE. Net 50c.

THE ADVENTURES OF GRAND-FATHER FROG. Net 50c.

WAR'S WEAPONS.

By Hrolf von Dewltz. Illustrated - - - Net \$1.25

MODERN WARFARE.

By Henry Smith Williams, M.D., LL.D. Illustrated. - - - - - Net \$2.00

THE GERMAN EMPEROR AS SEEN IN HIS PUBLIC UTTERANCES.

By Christian Gaus - - - - - Net \$1.25

THE BRITANNICA SERIES OF BOOKS FOR THE WAR.

Perfect short histories, fully illustrated. Each, Net \$1.00

BELGIUM, ITALY AND SWITZERLAND.

By Rev. G. Edmundson, H. Wickham Steed and Rev. W. A. B. Coolidge.

FRANCE.

GERMANY.

By Walter Alison Phillips, and James Wycliffe Headlam.

AUSTRIA-HUNGARY AND POLAND.

By H. Wickham Steed, W. A. Phillips and David Hannay.

RUSSIA AND THE BALKAN STATES.

By Sir Donald MacKenzie Wallace, Prince Kropotkin, C. Mijatovich and J. D. Bourchier.

WARS OF THE SIXTH CENTURY.

By Maj.-Gen. C. W. Robinson, C.B.; Colonel Maude, C.B., and Lt.-Col. J. H. Verrinder Crowe.

SEND FOR COMPLETE LIST.

McCLELLAND, GOODCHILD & STEWART, Limited
PUBLISHERS :: 266-268 King Street West :: TORONTO



MG&S MG&S MG&S MG&S MG&S MG&S MG&S



**SPRING
1915**

IMPORTANT NEW BOOKS
PUBLISHED BY
THE HOUSE OF CASSELL

**SPRING
1915**

FICTION.

Jan. 14	<u>Charity Corner</u> , By Andrew Soutar	- - - - -	\$1.25
Jan. 28	<u>The Great White Army</u> , By Max Pemberton	- - - - -	\$1.25
Feb. 4	<u>The Thirty Days</u> , By Hubert Wales	- - - - -	\$1.25
Feb. 11	<u>Time O'Day</u> , By Doris Egerton Jones	- - - - -	\$1.25
Feb. 25	<u>What a Man Wills</u> , By Mrs. de Vaizey	- - - - -	\$1.25
Mar. 4	<u>The Day of Judgment</u> , By Joseph Hocking	- - - - -	\$1.25
Mar. 18	<u>The Story Behind the Verdict</u> , By Frank Danby	- - - - -	\$1.25
Apl. 15	<u>An Invitation to Romance</u> , By Hugh Walpole	- - - - -	\$1.25
Apl. 22	<u>Marriage by Conquest</u> , By Warwick Deeping	- - - - -	\$1.25
May 20	<u>Conquest</u> , By Olive Wadsley	- - - - -	\$1.25

ART.

Mar. 11	<u>Chinese Pottery and Porcelain</u> , 2 Vols., R. L. Hobson	- - - - -	\$20.00 net
Apl. 15	<u>Great Pictures by Great Painters</u> , Vol. II	- - - - -	\$5.00 net
May 6	<u>Royal Academy Pictures and Sculpture</u> , 1915, Cloth, gilt	- - - - -	\$1.50 net
	do. do. Boards	- - - - -	\$1.00 net

GARDENING.

Feb. 18	<u>Gardening for Amateurs</u> , 2 Vols., H. H. Thomas	- - - - -	Each \$3.00 net
Mar. 28	<u>The Book of Hardy Flowers</u> , H. H. Thomas	- - - - -	\$3.00 net

MILITARY.

May 20	<u>History of Our Fighting Services</u> , Sir Evelyn Wood, V.C.	- - - - -	\$3.00 net
Feb. 25	<u>British Battles on Land and Sea</u> , 2 Vols., Sir Evelyn Wood, V.C.	- - - - -	Each \$3.00 net
May 6	<u>Rifles and Ammunition</u> , Ommundsen and Robinson	- - - - -	\$5.00 net

TRAVEL.

Feb. 18	<u>Five Years Under the Southern Cross</u> , Rev. F. C. Spurr	- - - - -	\$1.50 net
Feb. 25	<u>Through Central Africa from East to West</u> , Cherry Kearton and James Barnes	- - - - -	\$5.00 net
Apl. 8	<u>Woman's Mysteries of a Primitive People</u> , D. Amaury Talbot	- - - - -	\$2.50 net

GENERAL.

Mar. 4	<u>The Conquering Jew</u> , John Foster Fraser	- - - - -	\$1.50
Apl. 22	<u>The Near East From Within</u> , (Anonymous)	- - - - -	\$4.00 net
Feb. 18	<u>The Berlin Court Under William II.</u> , Count Axel Von Schwering	- - - - -	\$4.00 net
Jan. 28	<u>Nelson's Legacy</u> , Lady Hamilton, Her Story and Tragedy, Frank Danby	- - - - -	\$4.00 net
Mar. 18	<u>Reminiscences and Letters of Sir Robert Ball</u> , Edited by Valentine Ball	- - - - -	\$3.50 net
Mar. 25	<u>Wonders of Wild Nature</u> , Richard Kearton	- - - - -	\$1.50
Mar. 25	<u>Motor Cycles</u> (New Work Handbook)	- - - - -	.30 net
May 4	<u>Modern Horse Management</u> , Reginald S. Timmis	- - - - -	\$3.00 net

(Complete Spring Announcement List ready shortly.)

CASSELL & CO., LIMITED, Publishers, 55 Bay St., Toronto

E. W. SAVORY, Limited

BRISTOL, ENGLAND

Christmas Cards, Calendars, Pictures, Post Cards, Local View Post Cards, View Books, Ball Programs, Guest Cards, etc.

Patriotic Pictures, Cards and Calendars. New samples now ready. Travellers will call upon you shortly.

Our cards this year include two new series quite different and distinct from the regular line—but right up to the Savory Standard of excellence of design and high quality work and stock.

The Anglo-American Series, mostly die-stamped cards with engraved greetings; wonderful range from 60c doz. to \$3.60 doz.

“De Luxe” Autograph Stationery, in boxes, from \$2.40 doz. boxes to \$12.00 doz. boxes. The most salable as well as the most beautiful line of boxed cards published.

Dominion Series—Showing views of all principal cities, National scenery of various parts of Canada, die-stamped emblematic and coat-of-arms cards, including Xmas stationery, with Canadian views, coats-of-arms and emblematic designs.

Write us for samples if our salesmen have not visited your town.

Sole Canadian Agents:

MENZIES & COMPANY, LIMITED
439 King St. W., 1 Door West of Spadina - Toronto

BUYERS OF TOYS, GAMES AND ALLIED
NOVELTIES

should make every effort to attend the

TOY FAIR and MARKET
(Wholesale only)

ROYAL AGRICULTURAL HALL,
LONDON, ENGLAND

MARCH 16th to 26th, 1915

Huge efforts are being made by
Great Britain to capture the
German Toy and Games Trade
and factories have been opened in
almost every part of the United
Kingdom.

The productions of these factories
will be shown under one roof at the
TOY FAIR AND MARKET

NEW MARKETS NEW MAKERS
NEW LINES

A UNIQUE OPPORTUNITY FOR BUYERS

NELSON'S HISTORY OF THE WAR

BY JOHN BUCHAN

WITH A PREFACE BY THE
EARL OF ROSEBURY, K.G.

In Monthly Cloth Bound Volumes
Each 35 Cents

This is NOT a magazine, but a real cloth bound, well printed, fully illustrated series of **BOOKS**, each volume complete in itself.

The first volume from the Beginning of the War to the siege of Namur will be published in Toronto on February 20th.

Order now because:—

a—*The first shipment is nearly sold out, although not yet received. You stand a chance of getting a share if you act promptly.*

b—*It will be extensively advertised in the press and through the trade.*

c—*The terms leave a liberal profit.*

Thomas Nelson & Sons

95-97 King Street East Toronto

ESTABLISHED 1798

London

Paris

Dublin

New York

Esterbrook Pens

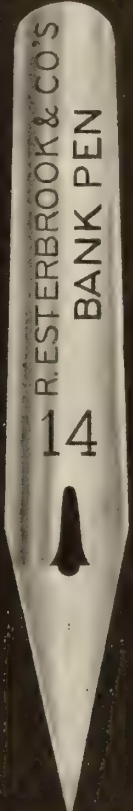
250 styles



Esterbrook Pens are generally known as the best of their kind. If you push them you are not merely getting the profit, you are accumulating prestige.

Write to-day for catalog and particulars about our display cases.

ESTERBROOK PEN MFG. CO.
New York Camden, N. J.
BROWN BROS., LIMITED
Canadian Agents Toronto



Prudent is he who is careful of the consequences that attend the sale of his goods.

Dissatisfaction is never a party to the sale of

Crane's Linen Lawn

Eaton, Crane & Pike Co.

Pittsfield, Massachusetts

More Business for You— Through Our Advertisements

Look for these Ads in
**CANADIAN MACHINERY
and
POWER HOUSE**

These two publications have large circulations. They are read by the particular class to whom a majority of our "Practical Handbooks" appeal. These little books are money-makers for those who use them intelligently. Canadian people know this. They have used them before. Thousands have bought direct from us, by mail. In the States we conduct regular advertising campaigns and sell through dealers. In Canada we want to do likewise—hence this advertising campaign.

You Will Be Asked for These Books

This aggressive advertising campaign, direct to prospective purchasers, informing them that American School "Practical Handbooks" will now be sold at all book stores is going to send lots of people to your store. You will begin, very shortly, to have call for these books. It's always "Good Business" to be able to say to a customer: "Yes, we have it." When people find what they want in a store they get the "Return Habit." They come back for other things. They become regular customers.

BUY THESE Practical Handbooks FROM YOUR DEALER

A FEW OF THE TITLES COMPRISING OUR PRACTICAL HANDBOOK SERIES.

Air Brake	\$1.00
Alternating Current Machinery	3.00
Applied Electrochemistry	1.50
Electric Railways	1.50
Electric Wiring and Lighting	1.00
Foundry Work	1.00
Gas Engines and Producers	1.00
Locomotive Boilers and Engines	1.00
Machine Drawing	1.50
Machine Shop Work	1.50
Pattern Making	1.00
Power Stations and Transmission	1.00
Refrigeration	1.00
Steam Engines	1.00
Steam Engine Indicators and Valve Gears	1.00
Switchboards	1.00
Tool Making	1.50

If your dealer does not have the particular book of this series that you want, ask him to order it for you or order it direct from us yourself.



Our Practical handbook series now numbers 90 live, up-to-date titles. SOLD AT ALL BOOKSTORES.

PRACTICAL BOOKS FOR PRACTICAL MEN

These books were written especially for practical self instruction, by experts whose experience and standing make them authorities. They are so clear that the beginner can understand them, so thorough that the trained worker can learn from them; so practical that they will give any man a working knowledge of the subjects that they treat and save him both time and money.

They not only cover the fundamental principles of mechanical science, engineering, etc., and business usage, but also present the latest developments and the accepted practice of the most successful men in those lines. They give men a practical knowledge of practical things, which enables them to think more accurately and to work more efficiently; and they compose the most helpful, reliable, and comprehensive series of home study books ever put upon the market.

AMERICAN SCHOOL OF CORRESPONDENCE, 58th St. and Drexel Ave. CHICAGO, ILLINOIS.

Better Send for Catalogue—Now!

But you can facilitate matters by selecting titles from those given in the reproduced advertisement, and mailing your first order at once. You will be agreeably surprised at the prices at which we will bill you! You will have plenty of margin for a good liberal profit. More than you can make on any other handbooks published—and you will be giving your customers greater satisfaction. Back of this statement is sixteen years satisfactory selling to the book stores of the United States. With your first order we will send you our complete catalogue. Mail the order to-day!!

American Technical Society, Publishers

58th Street and Drexel Avenue

Chicago, Ill., U.S.A.

WAR

BOOKS YOU CAN READILY SELL

RALLY OF THE EMPIRE.

Describing the Fighting Forces of India, Canada, Australia and South Africa.

BRITAIN'S GREAT MEN.

Vivid stories of the careers of Roberts, Kitchener, French, and others.

STANDARD HISTORY OF THE WAR.

Official despatches of General French and staff.

WAR BOOKS FOR BOYS.

Heroes All—Gallant Deeds of the War. The Boys' Illustrated Book of the War.

ALSO THE STRAND WAR GAME AND TID BITS WAR GAME

T. S. SINNOTT, 93½ Church Street, Toronto, Canadian Representative George Newnes, Limited, London

MADE IN CANADA MATTHEWS BROS.

LIMITED

788½ Dundas Street Toronto, Canada

OVAL FRAMES

For CONVEX and FLAT GLASS

A VERY MUCH BETTER PRICE,
BETTER FINISH—BETTER MAKE

FOR THINGS UNUSUAL IN GREETING CARDS

The Name DES ARTS

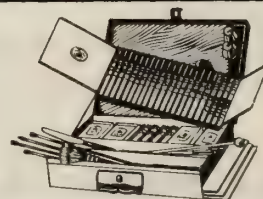
has come to mean much among the trade who demand high-class lines. Their lines of greeting cards are now being shown for a new season.

A suggestion will bring the lines to you.

DES ARTS STUDIOS, Inc.

HOLYOKE, MASSACHUSETTS

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON CO
ESTD. 1842. MONTREAL.

Leather Foot Balls

At Popular Prices

Inflatable Balls

In Great Variety

Toy Rubber Balloons

With and Without Valve

Decorated and Whistling Balloons

With Pictures and Mother Goose Rhymes

ANDERSON NOVELTY RUBBER COMPANY

AKRON, OHIO

L. G. BEEBE, Canadian Representative
Foy Building, 32-34 Front Street West, Toronto, Ontario

TOY MARBLES

The Best and Most Attractive
Line on the Market

THE SPRING SEASON'S BEST SELLER

Nine
Attractive
Colors
All Sizes



Beautiful
Designs
No Two
Alike

BROWN
GREEN
WHITE
BLUE

**STRIPED
ONYX**

RED STRIPED
CARNELIAN

GOLDEN
YELLOW

JADE
GREEN

TURQUOISE
BLUE

"AKRO AGATE" TOY MARBLES

Samples and Price List mailed on request
THE AKRO AGATE CO., Clarksburg, W. Va., U.S.A.

Manufacturers of

GLASS BALLS FOR EVERY PURPOSE

Canadian Representative:

L. G. BEEBE, 32-34 Front St. West, Toronto, Can.



The Oldest and Largest Publishing
House in Canada.



NEW BRIGGS REPRINTS

We have recently added to our already long list of good selling reprints, five new titles, which are sure to be good sellers. Here they are:

T. TEMBAROM.

By Frances Hodgson Burnett. One of the best selling high-class novels in years.

STOVER AT YALE.

By Owen Johnston.

THE HEADQUARTER RECRUIT.

By the Author of "The Dop Doctor."

THE DISASTER.

By Paul Margueritte. A story of the Franco-German war.

PEG O' MY HEART.

By J. Hartley Manners. A novelized version of the popular play of the same name.

THE BEST OF THE WAR BOOKS

FROM THE TRENCHES—75c.

By Geoffrey Young.

IMPERIAL ARMY SERIES—35c EACH.

Illustrated.

1. DRILL AND FIELD TRAINING.
2. SIGNALLING.
3. FIELD ENTRENCHMENTS.
4. CEREMONIAL.
5. MUSKETRY. .303 and .22 cartridge.
3.03 and .22 cartridge.

NASH'S WAR MANUAL—60c NET.

BRITAIN AS GERMANY'S VASSAL.

The Book that caused the War. By General Von Bernhardi. Paper, 50c. Cloth, 75c.

GERMANY'S WAR MANIA—50c.

With an Introduction by Viscount Bryce.

GREAT BRITAIN AND NEXT WAR—25c NET.

By A. Conan Doyle. A reply to Bernhardi's "Germany and the Next War."

THE LIFE OF FRIEDRICH NIETZSCHE—75c.

By Daniel Halevy.

TREITSCHKE AND THE GREAT WAR—75c.

By Joseph McCabe.

GERMANY'S MADNESS—\$1.00.

By Dr. Emil Reich, late Professor of International Law at the University of Vienna.

CAN GERMANY WIN?—35c.

An interesting book in the light of present developments.

MY ADVENTURES AS A SPY—35c.

By Baden-Powell.

BISMARCK'S LETTERS FROM THE SEAT OF WAR—1870-1871—\$1.00. Illustrated.

LIFE IN A GERMAN CRACK REGIMENT—35c.

By Baron Von Schlicht.

The above will be sure business bringers for Spring. Have you stocked up yet?



WILLIAM BRIGGS
PUBLISHER .: TORONTO



GOODS FOR YEAR-ROUND SELLING

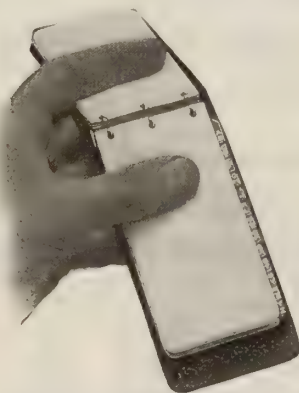
WITH A STEADY GRIST OF PROFITS FOR THE DEALER

LINES IN STOCK READY TO FILL YOUR ORDERS

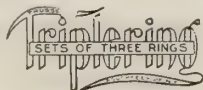
"Erie" Art Metal Wastepaper Baskets Letter Trays Strong Boxes Book Ends	"Cinch" Clips Metal Rim Tickets Paper Fasteners "Glider" Clips Letter Clips Drawing Pins Erasers Sealing Wax	Holman Photo Albums, Scrap Albums and Post Card Albums "Aromac" Fountain Pens "Cameron" Fountain Pens "Waverley" Fountain Pens "Aromac" Series Steel Pens "Aromac" Series Gilt Pens "Waverley" Series Steel Pens	"Trussell" Loose Leaf Memos, Diaries and Price Books. "Aromac" Paper Binders. "Smead" Bandless Filing Envelopes "Smigel's" Desk Pads Hampden Hangers for Hanging Pictures "Gloy"
-------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

THE GILT-EDGE LINE FOR PROFITABLE SELLING

"Trussell" Loose-Leaf Memos, Price Books and Diaries are the thinnest made for the capacity. Buy a \$20 assortment and get a handsome graduated display case free.



Simply Bend Back to Open



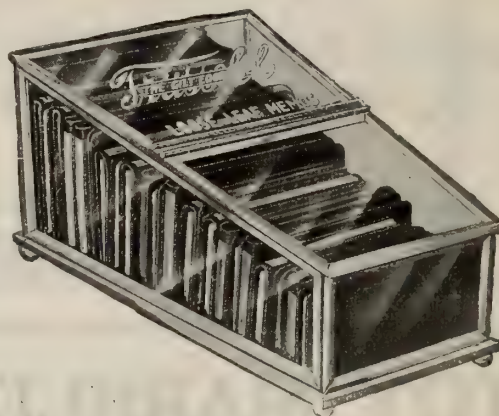
MEMOS

ANOTHER NEW LINE
The most compact, durable memos made. Three rings in end open, six rings in side open. Made in all styles, including our "Kut Flush" K Covers.

Our 300 line new catalog No. 6, Pages 30-35.

Solid oval
rings,
reducing
wear on
sheets to
a minimum.

The best
selling
book
made.



The K covers are just one piece of solid flexible leather. No layers to separate—no boards to break or warp—no lining to tear or break away from the cover. The metal parts are guaranteed (barring abuse) to last as long as the covers.

Made by THE TRUSSELL MANUFACTURING CO., Poughkeepsie, N.Y.

A COMPLETE STOCK CARRIED IN TORONTO

HOLMAN ALBUMS FOR PHOTOGRAPHS



BLACK CLOTH COVERS

This is the line of Albums par excellence, best looking, best made—and the profits are liberal. As never before the public will be extremely selective in needs and requirements. Goods will be judged in the balance of merit. Proven quality alone will stand the test.

BE PREPARED TO MEET THE VITAL TEST.

Write us for catalogue and prices on any of the above lines. All in stock in Toronto.

LOOSE LEAF—LACED TUBULAR—EXTENSIBLE BACK
BLACK CARBON LEAVES, FLEXIBLE and FLAT OPENING
BLACK CLOTH COVERS, LOOSE LEAF

Style No.	Size of Leaf.	No. Leaves.	Price, Each.
1151	5½ x 7	50	\$.75
1251	7 x 10	50	1.00
1351	11 x 9	50	1.35
1451	10 x 12	50	1.50
2351	9 x 14	50	1.85
1751	11 x 11	50	2.25
Special—			
1131	5½ x 7	25	.50
1231	7 x 10	40	.75

PACKED ONE IN A BOX.

Extra leaves for above are obtainable, 12 leaves to the package, at 15c, 24c, 30c, 30c, 40c and 45c, respectively.

These Leaves will interchange with any style of cover in same size book. Ask our traveler to show you, or send for illustrated catalogue of various styles of paper-covered, cloth covered, imitation leather, and leather-covered Holman Albums for Photographs.

A. J. HOLMAN COMPANY, Manufacturers

1232-24-26 Arch St., - - - - - Philadelphia

A. R. MacDOUGALL & CO., 266 KING ST. WEST, TORONTO, ONT.

CANADIAN REPRESENTATIVES

"ARO-MAC" LINES ARE STANDARDS FOR QUALITY
THE WISE MERCHANT FEATURES GOODS THAT MOST ADEQUATELY MEET CUSTOMERS' NEEDS

FOUNTAIN PENS

The Waverley — Undoubtedly the premier fountain pen of the world. The last word in efficiency is provided in its twin feed and the gold flexible top bar on the nib. That patented-nib contains half again as much gold as any other nib made at the price. It is simple, easy to clean and there is nothing to get out of order.

The feed is especially modeled to take an exact replica of the steel pen of world-wide use, "The Waverley," and just as the Waverley is pre-eminent among steel pens, *The Waverley Fountain Pen* is a leader because of its outstanding merits. Have the Aro-mac traveler demonstrate its uses and advantages.

"Aro-mac" Fountain Pens

Now include these models:

- No. 1. 14k. gold iridium point, retails for \$1.
- No. 2. The same, larger nib and barrel, \$1.50.
- No. 3. Still larger nib and barrel, \$2.00.
- No. 5. Vest pocket safety, No. 3 nib, \$2.00.
- No. 6. Self-filler, No. 2 nib, \$2.00.
- No. 8. Screw-propelling safety, No. 2 nib, \$2.50.

EVERY PEN GUARANTEED

They are made by Macniven & Cameron, the world-renowned makers of the Waverley Fountain Pen and Waverley steel pens.

A Pen for Every Purpose

"ARO-MAC" STEEL PENS

Are of the highest grade, made of best Bessemer steel and include all the patterns popular with Canadian users. Samples with prices will be sent free to any dealer.

CRAYONS



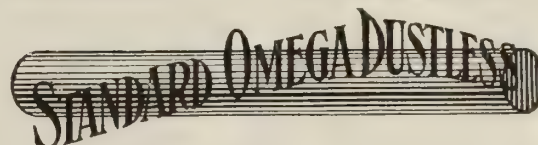
CRAYEL

First in quality, producing the very best results. This crayon provides the trade with **The Best Box of Wax Crayons for All School Uses.**



ARTCO PASTEL

5c size, 7 colors.
10c size, 8 colors (larger crayons).
Ideal for advanced color work in paper drawing and nothing excels Artco for blackboard use.



As nearly dustless as it is possible to produce crayons. The dust falls to the floor and will not float in the air. Makes soft clear mark. Erases easily. Free from grit. Will not scratch board. Will not glaze. Cleanest to handle and by far the most economical crayon for blackboard use.

A 25 gross case of Omega goes as far as 100 gross of common chalk crayons, but costs less than half as much. Dealers should emphasize these advantages and the hygienic qualities of Omega Dustless Crayons—there is positively nothing injurious in them.

THESE HIGH QUALITIES HELP OMEGA SALES.



CREST LIGHT CRAYONS

as now supplied, have overcome the objection to hydraulic pressed crayons. They mark freely, the colors are brilliant and do not smear. Crest Light Crayons are hydraulic pressed, which makes them very durable. The usual rub and blur of wax crayons is entirely obviated, and both paper and hands are kept clean.

A. R. MacDOUGALL & CO., 266 KING ST. WEST, TORONTO, ONT.

CANADIAN REPRESENTATIVES

Important Announcement

A new line of Christmas
Greeting Cards

MADE IN CANADA

THE H.P. LINE of Christmas Greeting Cards
is made with the very finest stock throughout, with
Steel Die work on every card.

This is the year to promote Canadian Industries and
buy **MADE-IN-CANADA** goods, so send for
Samples and quotations to

HAROLD COPP

33 Richmond Street West ∴ TORONTO

Sole Selling Agent

A trip through the important Cities of Canada will be made
with this line at an early date.

SPECIAL ANNOUNCEMENT

I will shortly be making a trip through
the principal cities of Canada in the in-
terests of the following publishers and
manufacturers:-

Messrs. Blackie & Son, Limited, Glasgow
Messrs. Morgan & Scott - - - London
Mr. H. A. Coombs - - - - - London
Messrs. Marr, Downie and Co., Glasgow
Mr. John W. Farrington - - - Walsall
The H.P. Line of Christmas Cards, Montreal

The above lines are all of strictly **British**
or **Canadian Manufacture** and will be
well worth the full consideration of the
Canadian Trade.

HAROLD COPP

Manufacturers' Agent

33 Richmond Street West ∴ TORONTO

You Are In Business For Every Dollar You Can Make



Write us for particulars regarding
the moneymaking possibilities of
DAWSON'S line of blank books.
It costs nothing to learn what we
have to offer.

Write To-day.



W. V. Dawson
LIMITED

Montreal

Toronto

Winnipeg

FROM HALIFAX TO VANCOUVER BIRN BROS.' ART PUBLICATIONS

ENTIRELY
BRITISH MADE

SET THE STANDARD FOR THE
CHRISTMAS GREETING CARD TRADE

ENTIRELY
BRITISH MADE

**Standard Goods are the
Best to Handle**

DOMINION SERIES

A large variety of new photographs featuring patriotic sentiments, good even in the event the war ends this year. A magnificent collection of booklets, letters, calendars and postcards. The Beaver and the Black Fox are introduced most effectively in some of the designs. This extensive line includes Christmas letters with box tops showing same design as used on the letter sheets, also a fine assortment of calendars. These greeting cards may be ordered with blank inserts, thus providing the most profitable method of handling the Private Greeting Card business.

HERALDIC SERIES

This embraces new designs introducing the shields of the different provinces, the Dominion Coat-of-Arms and those of some of the chief cities. The birch bark effect introduced in many of these cards is a perfect imitation. This series includes Boxed Letters, which may be localized, using the shield of any province and the name of any town.

Local View Christmas Letters

Orders for these will be filled with reproductions of any photo of town, street or building.

Localized Die-Stamped Christmas Letters and Folders

Introducing in the greeting, the name of any town.

IMPERIAL SERIES

Localized folders with special Canadian views and designs. Name of town on each card. Some fine designs, introducing the Canadian flag.

GEM SERIES. Die-Stamped.

To retail at 5c, 10c, 15c and 25c—all hand stamped and with die-stamped inserts. A wide range for selection to suit all tastes. This particular line includes an especially fine line of Engagement Calendars, each page artistically decorated.

Heather Series

Specially designed for Scottish friends and relatives.

Autograph Series

A meritorious line of Christmas, New Year and Birthday Greetings.



One of the Distinctive 1915 Issues in the Dominion Series

CHRISTMAS LETTERS

In sepia tones and new designs a large collection
30 numbers to sell at 25c a box.
24 numbers to sell at 50c a box.
6 numbers to sell at 75c a box.
(Die stamped)

Another collection of Christmas Letters is confined to those to sell at 10c each—also New Year and Birthday Letters at 10c retail.

Dominion Cabinet of Note Paper

Hand stamped. An attractive line that will sell readily.

Slip-in Mounts and Leaflets

For accommodating snapshot views, postcards, etc. A fine line to sell to amateur photographers. Three sizes: "Snap Shot", "Postcard" and "Cabinet"—10c, 15c and 25c retail.

Christmas Booklets

A Large Range to sell at 2 for 5c to 25c each.

Across the Sea Series

To send friends in the Old Land. Cabinet with Display Tray, an \$11 assortment of cards to sell at 5c, 10c, 15c, 20c and 25c.

Relief Stamped Note Paper

Introducing the flags of the Allies and the motto: "For Peace and Honor."

Slip-in Series

This is a line that can easily be made an especially big seller. Purchasers can insert their own cards in these Christmas greeting cards to sell at 10c each—a large variety.

Special Book of Birthday Cards

A most profitable and handy means of Taking Care of This Business.

Etched Greetings

Six in a box—8 varieties, die stamped—a line for high-class trade. Excels even last year's offerings of this popular line.

OTHER NOVELTIES

TOY BOOKS and PAINTING BOOKS

to sell at 5c each. A good assortment.

THE COLONEL'S HAT

Cocked Hats for kiddies with pictures of Kitchener and Jellicoe. Sells at 5c.

Just the thing for the nipper playing soldier.

PICTURES.

Views of Canadian Life and Scenery.

Small sizes, 5c.
Larger sizes, 10c.

3 small views on one mount, 10c.

GIANT POSTCARDS.

Sepia views of notables to sell at 5c each.

WAR POSTCARDS.

Order an immediate supply of these. Best of all Best Sellers in Postcards.

A. R. MacDOUGALL & CO., 266 KING STREET WEST, TORONTO, ONTARIO

CANADIAN REPRESENTATIVES



**LOCAL VIEW POST CARDS
ADVERTISING POST CARDS**

IN RUNS OF 1000

That's our specialty. As the only Post Card concern in the country devoting its entire effort and attention to one-thousand runs we offer you unusually satisfactory service, prompt delivery and best possible prices. Supplied in Black and White Photogloss and in our rich Autocolor.

Send to-day for samples and prices.
Jobbers wanted everywhere.

GILBERT POST CARD CO.

54 W. Lake Street

CHICAGO

TUCK'S



They are the MOST
WELCOME, ARTISTIC
and UP-TO-DATE.
USED BY ROYALTY.

Booklets,
Novelties
and
Post Cards
for
EASTER

RAPHAEL TUCK & SONS CO. LIMITED
9 ST ANTOINE STREET
MONTREAL

**The best selling line
in the stationery
store is—**

WRITING PAPER

Isn't that right?

Well then, why not lay more stress on
this branch of the business?

THINK TALK SELL

Give your customers the best return you
can for the money they spend in your
store. Thought and consequent enquiry
will impel you to concentrate your
efforts upon

COPP'S FINE LINEN AND COPP'S KID FINISH

Then, TALK these lines to your customers, in
your newspaper advertisements and use the dis-
play cards we furnish for window displays to-
gether with an electric display sign supplied
free. Aggressive work will produce big results.

These papers come in the following sizes:—

SALISBURY	REGINA	LOUVAIN
\$2.50 a ream for the paper		\$5.00 a Thousand for the envelopes

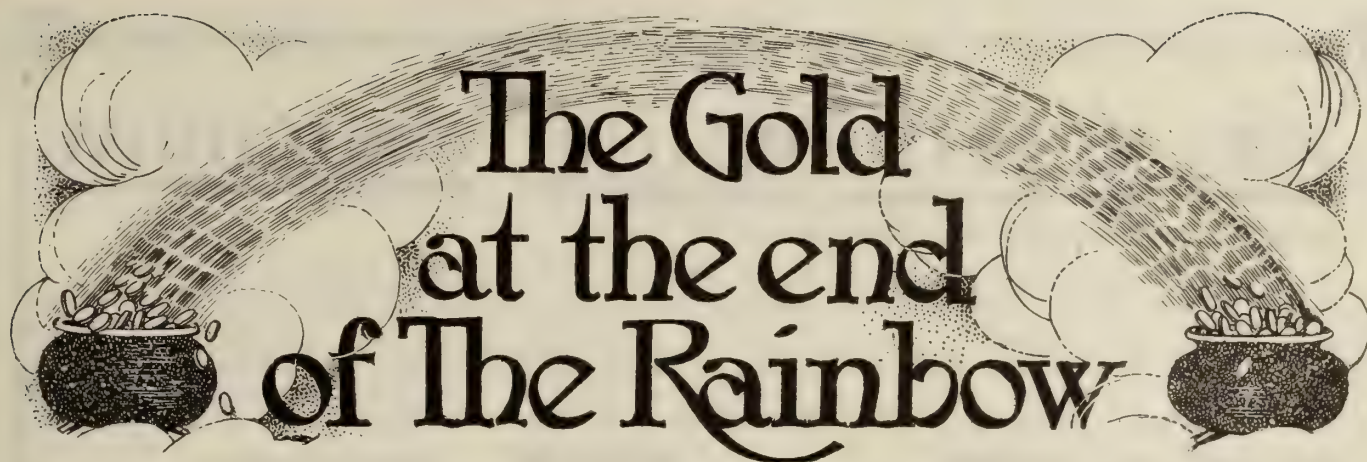
Also supplied in Papeteries.

THE BEST OF ALL WRITING PAPER
PROPOSITIONS FOR CANADIAN STA-
TIONERS—A MADE-IN-CANADA LINE
EXCELLING FOREIGN COMPETITION.

If you haven't stocked them, book your order
without delay and share in the harvest that will
follow the aggressive pushing of these papers.

The Copp, Clark Co., Limited

Portland and Wellington Streets
TORONTO



You will have the opportunity in the four weeks beginning March 15th of laying the foundations for a successful 1915 holiday and Christmas trade by attending the annual holiday goods exhibition of this firm.

The holiday trade season provides "the gold at the end of the rainbow," particularly for the merchants engaged in the book, stationery and associated lines. You can add materially to your results in those last weeks by laying your plans now, determined to score the biggest success you have ever had. **We have done our part.** Now we are ready to link up with you to ensure your success.

THE

ANNUAL SPRING EXHIBITION OF HOLIDAY BOOKS AND IMPORT NOVELTIES

FOR BOOKSELLERS, STATIONERS AND FANCY GOODS DEALERS

OPENS MARCH 15th

Write in making a definite date for your visit. **This is most important in your interests and ours.**

While this is before you, simply drop us a card informing us as to what date you can come. Thus you will ensure receiving the very best service at our hands.

This year's show will again be held on the fifth floor of our warehouse at Wellington and Portland streets, and it will excel even the successful exhibition held last year, when dealers were able to see the comprehensive lines and make their selections under far better conditions than were possible in the days when sample rooms at one of the hotels were engaged for the annual holiday display. Let us again emphasize the advisability of making early arrangements to ensure Most Favorable Circumstances For You.

The unusual trade conditions brought about by the war, increase the importance of this event for you. We will help you to offset the untoward effects upon trade and our co-operation will enable you to make this year's trade thoroughly successful, with new lines, and new ideas that will enable you to strike a new note in your holiday trade creating wider interest and consequently more sales. Join in with us for our mutual advantage.



JOHN MURRAY'S MILITARY PUBLICATIONS

IMPERIAL ARMY SERIES Based on Official Manuals

For Officers and Men of the Regular Army, the Territorial Force and Armies of the Dominions. Written by Officers of the Regular Army. Consistent in Principle and Method with the Official Manuals.

Methods of Training clearly explained. Subjects thoroughly considered and conveniently grouped.

Water-proof Cloth Covers. To fit in Tunic Pocket. With Numerous Illustrations.

DRILL AND FIELD TRAINING

Based on Infantry Training, 1914. (4 Company Organization)

Attack, Defence, Outposts, Scouting, Bayonet Fighting, Field Sketching, Fighting in Wood and Villages, Night Operations, etc.

SIGNALLING. Based on Training Manual—Signalling Part II, 1914.

Morse Code, Semaphore, Station Work, Cipher, Despatch Riding, Lamp Signalling, Telephone Cables, Map Reading, etc.

FIELD ENTRENCHMENTS (Spade Work for Riflemen)

Hasty Fire Cover, Field Entrenchments, Communications, Obstruction, Defence of Villages, Woods and Buildings, Shelters, etc.

MUSKETRY (.303 and .22 Cartridge)

Elementary Training and Practices, Fire Direction and Control, Individual and Collective Field Practices, Machine Gun Practices, etc.

CAMPS: BILLETS: Cooking: Ceremonial

Organization, Routine and Sanitation in Quarters, Sentry and Guard Duties, Bugle Calls, Inspection, Bivouacs, Cooking in Mess Tins, etc.

PHYSICAL TRAINING Junior and Senior Courses

Complete Course of Physical Exercises, Games, Athletic Sports, Swimming and Life-Saving, etc.

CANADIAN
AGENTS

JOHN DICKINSON & COMPANY, LIMITED

MONTREAL: 216 Lemoine Street

TORONTO: 77 Wellington Street West

JOHN DICKINSON & COMPANY, LIMITED

beg to announce

that they have been appointed

Sole Agents in Canada

for

SETTEN AND DURWARD, Birmingham, Eng.

MANUFACTURERS OF STATIONERS' SUNDRIES

Book and Stationery Trade Tendencies and the Outlook

Expressions of Opinion From Some Leading Canadian Publishers and Wholesalers—Trade in East as Good as Ever, Prospects Brightening in the West.

The following letters came in response to a letter sent out by Bookseller & Stationer asking for expressions of opinion as to trade conditions and the present outlook for Canadian booksellers and stationers. Others will be published next month:

* * *
Hamilton, Feb. 1, 1915.

Editor, Bookseller and Stationer.

I have been more than pleased with the volume of business since January 1st, and look forward to increased activity and confidence.

Agricultural products are in unprecedented demand. This is having a beneficial effect on all the smaller towns, and will work its way through to the cities which have been suffering.

The unsettled conditions caused by the war would hardly warrant a development of new ventures, unless backed by ample capital, but I can see no reason for a man with an established business to feel any uneasiness.

A leading retail stationer of this city told me yesterday that his business for January was away ahead of last year, and that the gain was steady, every week being in advance over the same week a year ago.

Yours very truly,

C. W. GRAHAM,

Vice-President Buntin, Gillies & Co., Ltd.

* * *

Toronto, Feb. 1st, 1915.

Editor Bookseller and Stationer:

Replying to your inquiry regarding book trade tendencies in Canada, trade during the past summer months and up to November, was much quieter than it has been for years. The usual fall rush took place in December, but was not as pronounced as in former years. War books had a fair sale, but of these so many are now on the market that the bookseller is bewildered and does not know which to buy. One of the big books just issued by ourselves, "Britain as Germany's Vassal," by Bernhardi, is having a large sale. It is said to have had a sale in Germany five times as great as that of "Germany and the Next War." Again, Treitschke and Neitzsche, the other great exponents of the "Mailed Fist," are in great demand. Aside from the war books, books of fiction are not being bought as freely

as they have been in the past. The Christmas sale of course for the big books was good, but up till the month of December there was not a great call for them. We find that Ontario merchants have had good business and a fair number report an increase of business in the year 1914. There is no use denying the fact that there has been a falling-off in the volume of business in the West, but in Ontario I think business is just as good as in previous years—perhaps business in Ontario is helped by the magazines and illustrated papers, which are at present full of war material. I also find that there is a spirit of optimism, especially in Winnipeg and Regina, and I do not doubt but that this same spirit of optimism will spread rapidly over our entire country, and that trade will improve steadily from now on.

Yours truly,

E. W. WALKER.

Manager Wholesale Dept.,

William Briggs.

* * *

Toronto, Jan. 30, 1915.

Editor, Bookseller and Stationer.

We believe it is the duty of every Canadian manufacturer to the full extent of his ability to keep the wheels moving here.

Following the custom of recent years, we have, during the last week, distributed a bonus based upon the earnings of the year to all our employees who have been with us twelve months or over.

No employee has been dismissed because of war conditions. No wages or salaries have been reduced, and, while short time has been the order in some departments, share and share alike has been the policy of our company.

Yours faithfully,

W. J. GAGE & CO., LIMITED.

(W. P. Gundy, Vice-President and General Manager.)

* * *

Toronto, Jan. 30th, 1915.

Editor, Bookseller and Stationer.

Speaking for our own house, apart from the first two weeks after the declaration of war between Great Britain and Germany, we have had record business. September, October and November

were each in their turn records, and November practically doubled the best month we ever had. December also was well ahead of the same month last year.

Whilst this month has not shown a notable increase in sales, we fully anticipate a good year's business. At any rate, we are doubling our selling force in anticipation.

We take the stand that business will be bad at any time without the application of energy and ideas, and we believe that our lines have all the qualities of ready sale with such application.

Sincerely yours,

J. M. DENT & SONS, LTD.

(Per H. Button, Manager.)

* * *

Toronto, Jan. 30th, 1915.

Editor Bookseller and Stationer:

Regarding business: We cannot for the past express improvement in increase, but for some time now the outlook is much more encouraging, with the retail trade showing more confidence in giving orders for goods required; and although orders are not large, yet they are more numerous, and showing steady improvement.

Yours truly,

THE BROWN BROS., LTD.,

Richard Brown, Pres.



JUDGING PAPER.

It is a common failing with the buyers of paper to depend almost entirely on the watermark when judging quality. That the watermark is one well-known is taken as sufficient guarantee of its quality. For the majority of the papers made by reputable concerns that method may be just as good as any other for the uninitiated, the honesty and fair dealing of the dealer may be relied upon. It is in the best interests of the buyer, however, that he should know and have a less haphazard means of judging the qualities and characteristics of the various kinds of paper.

The look-through, rattle, finish, shade, feel and tear, more particularly the latter, are the various means by which the expert can judge of the make and quality, not to deal here with the more technical methods such as breaking strain or lateral strain.

The MacLean Publishing Company

LIMITED

JOHN BAYNE MACLEAN

President

H. T. HUNTER

General Manager

PUBLISHERS OF

Bookseller and Stationer

and Office Equipment Journal

ESTABLISHED 1885.

FINDLAY I. WEAVER

Manager

CABLE ADDRESSES

CANADA: Macpubco, Toronto. ENGLAND: Atabek, London, Eng.

OFFICES

Montreal 701-702 Eastern Tp. Bk. Building. Phone Main 1255
 Toronto 143-149 University Avenue. Phone Main 7324
 Winnipeg 34 Royal Bank Building. Phone Garry 2313
 New York, R. B. Huestis, 115 Broadway, N.Y. Phone Rector 8971
 Boston Room 733, Old South Building. Phone Main 1024

GREAT BRITAIN—

London - The MacLean Company of Great Britain, Limited,
 88 Fleet Street, E.C. E. J. Dodd, Director.
 Telephone Central 12960. Cable Address: Atabek, London, Eng.

SUBSCRIPTION

Canada, \$1; United States, \$1.50; Great Britain and Colonies, 4s
 6d.; elsewhere 6s.

PUBLISHED MONTHLY

Vol. XXXI.

FEBRUARY, 1915.

No. 2

Five—Ten—Fifteen Cent Business

HERE is much food for thought on the part of booksellers and stationers in the success that has from the outset attended the retail enterprises known as five, ten and fifteen cent stores and they will do well to adopt, so far as may be feasible, the same plan of merchandising. To that end Bookseller and Stationer begins in this issue to devote a department to that branch of trade and those dealers who will take advantage of the information and suggestions which will be presented from month to month, will be able to add to their volume of trade and increase their ratio of profits based on the total volume of business done.

Bookseller and Stationer is ever seeking to give its subscribers an editorial service that will help them to carry on business more profitably. It is our business to do this and the nature of our organization is such as to give us access to information by means of co-operation with the different branches of trade — manufacturing, importing and jobbing, that makes it possible to so organize our efforts as to present information that is available for retailers through no other source.

Bookseller and Stationer has, year by year, been adding to the service given to its subscribers and this year will make the paper more valuable than ever to the merchants throughout Canada engaged in the book and stationery and associated lines.

They will be well advised to follow this new department assiduously and should act immediately rather than wait for competitors to show them the way. ACT NOW.



Effective Parcel Post

SINCE the introduction of the Parcel Post System in the United States and Canada a large number of original selling methods have been adopted by various firms. It was generally known that the parcel post would prove a boon to the department stores and mail-order houses, and that many natural advertisers would benefit greatly.

It was also generally known that a great many retail firms would try and run a mail order department in connection with their local business but it was not generally thought that the 5-10-15-cent stores would enter the parcel post or mail order selling field.

For many years past it has been argued that the 5-10-15-cent stores could not successfully sell by mail and yet there is now at least one large concern advertising nationally to sell by parcel post and this is probably the signal for a number of the syndicate stores to launch into the parcel post or mail order selling field.

It is quite true that the 5 and 10-cent store cannot sell a ten-cent article by parcel post and make a profit on it, but the plan they are working on is the selling of goods in groups, the cost totalling 50c, \$1, \$2, etc., as the case may be. A catalogue is issued showing the various groups which the stores offer.

The "selling in groups" plan for retailers is to be heartily commended.

The result of the new departure on the part of the 5c-10c-15c stores will be watched with considerable interest.



Keeping the Trade at Home

NO better time could present itself than the present for the conducting of a Loyalty or Shop-at-Home campaign. The people seem to be in the mood for it. If, as we all know, there are thousands of dollars sent out of certain communities annually to help enrich mail order houses in the distant cities, those communities are that much poorer, —and this is not conducive to the general good of the country.

The first essential in being loyal to one's country, is to be loyal to our next door neighbor. By helping him we help the country maintain its stability. If this principle is carried out, it will cover a multitude of sins. This is a matter that should be taken up and considered by the people all over our country. The Retail Merchants' Associations should unite with

1915 Resolutions of a Live Wire

I OWE IT AS A DUTY TO MY WIFE AND FAMILY AS WELL AS TO MY BUSINESS TO SECURE A NET PROFIT ON EVERY ARTICLE I SELL DURING 1915. I SHALL ENDEAVOR TO SELL EVERYTHING AT A PROFIT AND PUSH THE SALES OF ONLY THOSE GOODS THAT GIVE ME A FAIR PROFIT ABOVE OVERHEAD EXPENSES.—A. L. W.

Farmers' Institutes, Farmers' Clubs, Women's Institutes and local papers to work out the best solution of this important problem for the benefit of the people in general. On account of the war, conditions in our country are on the verge of a great change and if wisely directed the machinery of our industrial activities will run more smoothly and more to the advantage of all the people.

A better understanding of trade methods and trade possibilities, both by the merchants and their customers will establish that confidence which is necessary to carry on trade and commerce in the best interests of the people. Misconceptions and wrong impressions which cause nearly all the friction and discord between buyer and seller will disappear when the facts are understood, and this can be brought about in a large measure by a fair criticism of the interests of both sides. Union meetings of the merchants and the various institutions which are for the purpose of improving local conditions, should take place in every town this winter. To stir up the desired interest in the community—possibly a speaker from outside who is well posted might be secured and perhaps in connection with it some attractive entertainment might be given.

Bookseller and Stationer would like to see a strong loyalty movement in this direction and would be pleased to give assistance if possible. Correspondence on this subject is invited.



To Prevent Switching Accounts

A CONCERN on the verge of difficulty or actually in difficulty will invariably try to conceal the facts respecting its condition from those who are most entitled to know its actual position.

Frequently this can be quite successfully accomplished, as a long list of creditors show. Houses become involved for fairly large amounts and tighten up their line of credit with a debtor, with the result that he seeks other suppliers, and these other suppliers, finding other houses in for big amounts, invariably ship. When switching accounts becomes a practice, it is one of the sure danger signs on the credit man's road to ruin.

Much to prevent this sort of thing is being done by credit men uniting for joint protection and a great deal of it has been eliminated by the development of the interchange system in the matter of the ledger standing of country merchants. Nothing brings a credit man more quickly face to face with the real facts as to a retailer's position than a grasp on his actual position in the eyes of other credit men. If the report is a favorable one, confidence is restored; if unfavorable, joint action for mutual protection is the more easily secured.



\$665,000,000 in Savings Banks—A Record

DOES any merchant imagine that because purchasing has been curtailed that fundamentally conditions are not sound in Canada? Does anyone imagine that the falling-off in many centres of retail buying signified just that much depletion in the "surplus" of the public? Official returns show that *savings deposits in Canadian chartered banks were greater at the close of 1914 than at any time in Canada's financial history — \$665,000,000 on Dec. 31, 1914, compared with \$626,000,000 on Dec. 31, 1913, and \$625,000,000 on Dec. 31, 1912.*

Measuring Up To Capacity

IT'S a good thing to be discontented when it spurs a man on to greater endeavor. Keeping up to last year in sales is standing still, so the merchant should not be content unless his business increases. You cannot measure the value of inspiration that comes from constantly increasing sales. And the way to bring that about is application. Dig in and do it—then keep at it.

Perhaps you as a merchant do not know as much as you should about your own business. Do you? Take an inventory of yourself and your qualifications, as well as of your merchandise, and follow out the idea by extending the investigation to your staff. Perhaps some fault of your own is preventing a healthy flow of inspiration and interest in the business of your assistants. Personal stock-taking may show you that. Perhaps you have a drone or two in your employ—it will pay you to find that out. Get the best out of yourself and see that all about you measure up to capacity.



Editorial Notes

DON'T WASTE a good opportunity to advertise.

GOOD WINDOW trims are the forerunners of sales.

THE FINANCIAL statement is essential in the relationship between Creditor and Debtor.

ASKING FOR a financial statement is a business-like and reasonable request and merchants should so regard it.

WHEN A customer enters your store do you look at her as if she were a heartily welcome guest or an intruder breaking into your cash drawer?

THE MERCHANT can't pay his own bills if he doesn't get his money from his customers. But the man who is determined to pay as he goes is going to get that money. He should make up his mind firmly to meet every obligation at the date of maturity.

PAY YOUR bills as you go. Don't shirk this all-important duty. Uneasy lies the head that has unpaid accounts to think of. The trade must remember too, that when the war is over, the merchant with the brightest future will be the man who has kept up his payments and who has insisted on getting his money from his customers.

DURING STRENUOUS times the retailer sometimes has to act strenuously to keep his financial sails trimmed properly. A great many credit customers must be ruled with a firm hand or eventually they will be hopelessly lost. There was never a time when the retailer should watch his credits so closely.

PLACE A TIME limit as well as a money limit on every new applicant not absolutely known to be able to meet every debt incurred, and never err on the wrong side in arriving at a decision. If the merchant gets in the money due him he can pay his own bills. In any event he should keep up his reputation for meeting obligations at maturity. Remain square with the wholesaler and manufacturer.

Vital Issues in Retailing

Problems of Buying, Selling and Advertising—More Merchants Fail Because of Incompetence Than Lack of Capital.

THERE are many merchants engaged in the stationery and associated lines, especially in the numerous small towns and villages who come under the classification of the small retailer, and it is among these that incompetency most frequently manifests itself.

Bradstreet says: "More small retailers fail because of incompetency than lack of capital."

In addressing the Associated Ad Clubs of America on the subject of The Small Retailer, Harvey R. Young dealt in a most informative manner with the problems of buying, selling and advertising, and it was with that Bradstreet excerpt that he opened his address, following it up with this significant remark:

"Statistics prove that over 30 per cent. of the failures among retailers in Canada and the United States during 1913 were due to over-buying."

Then he paid some attention to the wiles of certain salesmen who persuade retailers into over-buying by such influences as expressing doubt about future orders being filled, and dwelling eloquently on the big orders for the same goods placed by certain stores in other towns.

"Another big financial error many small retailers make is their failure to take cash discounts. Very few realize what a high price they pay for the privilege of taking full time on their invoices. For instance, 1 per cent. in 10 days on a 30 day bill means 18 per cent. per annum. Example: Invoice \$1,000, 30 days net, 1 per cent. for cash in 10 days. If the merchant pays in 10 days, he receives \$10 cash discount which in effect is the interest the wholesale house pays him for the use of \$1,000 for the 20 days unexpired time. This is at the rate of 18 per cent. per annum. Proof: The interest on \$1,000 for 20 days at 18 per cent. is \$10.

The value of discounting one's bills does not lie only in the amount thus saved, though this is considerable in view of the fact that the discount rate is so much above the banker's rate for money that it would be a good investment to discount even if the money had to be borrowed for the purpose. The prestige which comes with gaining a reputation as the firms who discount their bills is worth a great deal. The manufacturer and wholesaler generally save their special offerings for the gilt edge accounts of this kind.

The Cost of Selling.

Some retailers neglect to figure selling or over-head expense on top of first cost. I venture to say that many of them if asked what an article costs, will say for instance \$18 a dozen, \$1.50 a piece, neglecting to add their per cent. of over-head expense, which for safety should be based on the selling price.

For example: If a retailer is doing a gross business of \$50,000 a year at an expense of \$10,000, then he is doing business at a cost of 20 per cent. on his gross sales.

If he pays the manufacturer or jobber \$1.00 an article, he must sell it at \$1.25 to recover his net cost of doing business and the retailer who figures otherwise is a loser."

The Windows.

The speaker then took up that important phase of mercantiling—window display, remarking that whereas large successful retailers had years ago learned that display windows and cases were a big asset, whereas even to-day many small merchants and some incompetent larger merchants overlooked or neglected this important feature.

"I have known retailers to let window displays stand one to four weeks without a change until the merchandise became dusty and fly-specked—their window displays and advertising seldom harmonized, whereas the properly conducted store, makes frequent changes in keeping with its advertising.

"Many retailers change their show window displays during the busiest hours of the day, when the streets are crowded with shoppers, while the rightly conducted store engages experienced window trimmers to make these changes over night, having the displays ready for business in the morning. Changing show window displays during shopping hours is much like taking the highest priced salespeople off duty when the store is full of customers.

Of course I realize that many stores are not large enough to justify the engaging of an experienced window trimmer. In these cases, I would suggest the proprietor or manager giving this work personal attention. If he watches the trade papers in his particular line, he will secure many valuable ideas of how to successfully advertise and display his merchandise.

Out of 11,143 small retailers in the United States who closed their doors in 1913, it is claimed over half of them did

not realize the necessity of proper advertising and many of those who did were at times careless in the preparation of their copy, and they scattered their appropriation by going into every publication, program or scheme presented, thus destroying the possible and profitable effects.

Some small retailers advertise just because their competitors do—considering it a necessary evil. They buy space and prepare copy with just about as much pleasure as a child takes castor oil. It seems drudgery for them to furnish copy or even make suggestions to the advertising solicitor, who, I believe in many cases, would gladly assist in preparation of copy if requested to do so. Why some retailers when called upon for copy (according to contract) look up in disgust, saying, "I have been busy buying goods, taking care of correspondence, I haven't had time to write an ad, I have so many other things more important to do." The result is the solicitor finally gets an order to repeat any old ad, and possibly a slurring remark, "I may as well throw my money into the sewer," yet these self same merchants wonder why advertising doesn't always pay.

The competent merchant and his sales organization work in harmony. Every sales-person is informed of what has or is going to be advertised and how to properly present the goods to the shopper. Nine times out of ten the incompetent merchant even fails to notify the sales-people about the advertising—this brings us to the last and one of the most difficult problems of the small retailer to-day.

Frequently we hear it said that the small retailer has had his best day. I most emphatically disagree with any one making such a statement because I think the small retailer is going to be more necessary than ever, consequently more prosperous and more successful. But, he will have to concentrate—by that I mean concentration of personal service, closer friendly relations with customers."

Mr. Young ended his address with these words: "Personally I believe that it isn't because a store is big or small that it succeeds. It is the personnel behind it—there isn't any magical formula that makes any business a success. Willing, courageous humans, plentifully mixed with energy and briskly stirred with ambition—that is the recipe."

Live News of the Stationery Trade

Gleaned from All Parts of Canada

John Dickinson & Son, Montreal, have opened a branch in Toronto.

J. A. Fisher, bookseller and Stationer, Paris, Ont., was elected a director of the Paris Board of Trade.

The stock of Murphy's, Limited, booksellers and stationers, Sydney, N.S., was badly damaged by fire recently.

John Dickinson & Son, Montreal, have been appointed sole Canadian agents for Selden Durward, Birmingham, England, manufacturers of stationers' sundries.

J. E. F. Ansley has been appointed Canadian representative of the Boorum & Pease Loose-Leaf Book Company, and will make his headquarters in Toronto.

A game called Allies vs. Enemies or Military 500 (card game rules), devised by Adelard Beaudett and Alva Clarke, of Winnipeg, was copyrighted at Ottawa in January.

A series of depredations have recently been committed in Medicine Hat, and the Alberta Book Store was among the victims, the thieves getting away with a small amount of cash there.

George Popham is now associated with W. E. Coutts, manufacturers' agent, as traveling salesman, and will cover the ground, including Eastern Ontario, Quebec, and the Maritime Provinces.

W. W. Taylor, who has for the past few years been connected with Gundy's book and stationery store of St. Thomas, has severed his connection with that firm to enter the retail drug business in Toronto.

Simeon Brubacher, who was president of the Berlin Office & Fixture Company, died at the Berlin and Waterloo Hospital on February 2nd, succumbing to an attack of appendicitis. He was in his 51st year.

Among the candidates who were successful in the recent municipal elections were E. A. Henry, Kincardine, Ont., and L. A. Randall, Port Hope, Ont., both booksellers and stationers and both of whom were elected as school trustees.

Geo. Reynolds, of Hamilton, succeeds to the drug and stationery business formerly conducted by J. A. Roberts in Port Dover. Besides books and stationery, stocks of chinaware, fancy goods and wallpaper are carried in this store.

The wedding took place on December 28, in Cincinnati, of Miss Elizabeth Hobart, to Richard B. Carter, of Boston,

head of the Carter's Ink Co. Mrs. Carter is a daughter of Wm. N. Hobart, who was long identified with the best interests of the intellectual life of Cincinnati, where he and his people had long resided. For years he was president of the historic May Music Festival in that city.

The Canadian branch of Eaton, Crane & Pike Company has been moved into new quarters in the same building occupied by McLeod & Allen, 266-268 King Street West, Toronto.

This branch is now in charge of Frank H. Palmer, who has until recently been connected with the Boston office of this concern.

Mr. Palmer has had an extended experience in the fine stationery business, and will hereafter visit trade circles throughout Ontario, Quebec, the Maritime Provinces, and as far West as Alberta. Heretofore the business in British Columbia has been taken care of through the Canadian office, but in order that it may receive closer attention it will in future be visited by A. E. Gresham, who represents Eaton, Crane & Pike Co., in the States of Washington and Oregon.

These changes have been made with a view to improving the service of this concern to its Canadian customers.

Bookseller and Stationer extends congratulations to Mayor George Williamson, Simeoe, Ontario, who was elevated to the chief magistrate's chair in that town in the recent municipal elections. Congratulations are extended also to the following booksellers and stationers who are elected as councillors in their respective towns: F. C. Hord, Mitchell, Ont.; David House, Niagara-on-the-Lake; George Moore, Parry Sound, Ont.; E. T. Davis, Tillsonburg, Ont.; C. T. Taylor, Port Stanley, Ont.



TRADE DOINGS IN MONTREAL.

Montreal, Jan. 30.—The abandonment of society functions has seriously affected the stationery business here. No big dance orders are being received as in former years. Dance programmes and place cards are dead; tally cards are keeping up, and playing cards have moved exceptionally well, one house being compelled to place a large order for a fresh supply.

Business in valentine cards opened briskly on the first of the month. The same change is noticed here as in the

case of Christmas cards—that the old-fashioned cards have had their day, and given place to those which are neatly engraved.

While business in papeteries was exceptionally good at Christmas and New Year, it was observed that the demand was mainly for boxes ranging from 50c to \$1.50. It seems that people, especially now that the holiday season has passed, refuse to pay \$5 or more for a box of writing paper. Several stores cleaned out their stocks of expensive papeteries left over from Christmas at half-price, losing a little, but glad to have them off their hands, free to devote their energies to the sale of lines more suited to the average purse. A large dealer has given orders that no papeteries are to be purchased to retail at a higher figure than \$1.50. He expects to do a rushing business in cheaper lines.

This being the season when leases are made for the whole of next year, and as there will probably be more people moving this year than ever before owing to the number of houses and apartments available at reasonable prices, there is an active demand for lease forms. One stationer on Bleury Street draws attention to this fact by means of a large poster over his windows.

The same demand for lease forms will be felt in Ontario later in the year, and this business is worth going after.

Judging by the number of people seen in book stores during January, they had very little to complain of. Several stores report that business generally is only about ten or fifteen per cent. short of what it was last year at this period.

There is an active demand for six and sevenpenny novels, one house having disposed of about fifteen thousand in the past year. They average about a thousand a month.

The demand for military books continues unabated, and one store which is making a specialty of this line is reaping a little harvest by constituting itself a sort of headquarters for books on military matters. The demand for Bernhardi's books on Germany is not nearly as heavy as it was a month ago, and the same applies to most books of this nature. "Secrets of the German War Office," by Graves, is in good demand still.

Interest in copyrighted novels has reached a very low ebb. Among the best sellers are "The Patrol of the Sundance Trail," by Ralph Connor; "Walls of Partition," by Florence Barclay; "Arcadian Adventures of the Idle Rich," by Stephen Leacock, and "Odd Fish," by R. H. Benson.

J. W. R. Merckle has just rounded out his twenty-sixth consecutive year with the Thaddeus Davids Co., of which he is president and general manager.

A. Gottlieb, 54 S. 2nd street, who manufactures paper specialties such as shelf paper, doilies, etc., on an extensive scale, is now making an aggressive effort to develop trade in Canada and has appointed L. G. Beebe, manufacturers' agent, as Canadian representative.

Robert Martin, head of the Canada Drug and Book Co., of Regina, who has been Mayor of the Saskatchewan capital during the past two years, has just retired. Mr. Martin's record as chief magistrate of this fine Western city of 42,000 people, has been most creditable in keeping with the marked ability with which his own business has been conducted.

It is interesting to observe that Mr. MacDougall, head of the firm of A. R. MacDougall & Co., has just entered his twenty-fifth year on the road. A representative of Bookseller and Stationer was in Mr. MacDougall's office when he turned up in the mail his twenty-fifth commercial traveler's certificate. It was in January, 1891, that Mr. MacDougall started out on the road for the firm of Fitch, Pattillo & Co., of Truro, N.S., and he has been selling to the retail booksellers and stationers ever since that time. He was with that firm eleven years, and then started in business for himself, coming to Toronto nine years ago, when the present firm of A. R. MacDougall & Co. was established.

English Pencil Industry.

The English lead pencil industry, which is receiving a notable impetus through the war, dates back to the early half of the 18th century, when plumbago—which hitherto had served mainly for the manufacture of shot and crucibles—was first used for writing purposes. All the black lead used in pencil-making then came from Steathwaite, which enjoys the double distinction of being the rainiest village in the British Isles, and of being the only place in the world where pure plumbago may be found. This mine yielded a huge fortune to the Bankes family, who owned it, the output in 1813 amounting to 31 tons of pure plumbago, which realized £105,000. Twenty years later, foreign graphite began to take the place of plumbago in pencil-making, and in 1850 the Steathwaite mine was closed down.

Danish Lead Pencils.

A marked result of the war has been a revelation of the extent to which even Great Britain has been dependent upon German or Austrian sources of supply in articles associated with paper and print. Britain's imports of lead pencils from

those countries last year amounted to about £80,000. A writer in the British and Colonial Printer and Stationer says:

"The present writer, searching in a drawer for a pencil wherewith to make some notes for this article, successively fished up three, of different kinds, one of which was made in Bavaria, another in Austria, and the third in America, facts which he would probably not have noticed had this article been on any other subject than pencils.

"The number of firms of British pencil manufacturers can be counted on the fingers of one hand, and not all of those are in a large way of business, so it is obvious that other sources of supply must be sought for, in order to fill the void left by the shutting off of the German and Austrian products.

"Some of our allies in the war may make pencils, but if so we have yet to hear of it, so that in the meantime we must give a trial to the productions of neutral countries. American pencils are already well known, but Danish pencils are, we think, a distinct novelty in this country. Hitherto one has thought of the Danish export trade to the United Kingdom chiefly in terms of butter and eggs, forgetful that the Danes are manufacturers of many commercial products, as well as dairy farmers."

Then follows an interesting reference to the Copenhagen concern known as the Viking Pencils Works, said to be one of the most industrial establishments in the Danish capital.



GALL NUTS SCARCE.

A general increase in the price of ink seems imminent, and already some manufacturers have announced that they have been obliged to raise the price or to reduce the size of the package, owing to the increased cost of manufacture brought about by the war. Much of the supply of gall nuts for commercial purposes comes from Asiatic Turkey, and to-day, on account of the European conflict, it is practically impossible to get supplied from that source. This fact alone has had much to do with the rise in the wholesale price of ink. Nuts which sold for 15 and 16 cents a pound previous to the War have gone up to 25 and 30 cents.

Fortunately there seems to be a pretty good supply of the nuts on hand. One large firm reports a supply sufficient to last through 1915. Then, if it is impossible to get nuts from Smyrna, manufacturers will doubtless fall back upon the gall nuts which come from China. These are of an inferior grade, but they answer the purpose; and in the meantime it is not unlikely that American chemists may make experiments with a view to finding a substitute for gall nuts altogether.—Geyer's Stationer.

POINTS ABOUT PENS.

There is no bargain counter for fountain pens, they are about as stable a commodity as could be found; of course, we are speaking of good pens. These require no special inducement in the way of discounts, cut prices or premiums to sell them.

You can buy a fountain pen (so-called) for the magnificent sum of 25 cents; you can also buy cigars at two cents each. The man who would buy the latter is the man who would buy the former. In any case we presume he is getting his money's worth. You don't expect the fragrance and aroma of a first-class Havana for two cents.

Steel pens were made in France and England towards the close of the eighteenth century, but only in an experimental way, and it was not until 1830 that a satisfactory pen was produced.

TWO-CENT POSTAGE ON LETTERS TO THE FRONT.

A notice of vital interest to stationers has been received for publication in Bookseller and Stationer from the Post Office Department at Ottawa, which is in the nature of a trade boost, encouraging correspondence with soldiers at the front.

An official announcement was recently made to the effect that an average of twelve thousand letters a day are mailed to Canada from the British and Canadian soldiers in France and Belgium. It is reasonable to presume, therefore, that a similar number goes forth daily from Canada to the soldiers. The volume of extra sales of writing paper and envelopes thus brought about, will be still further augmented by this encouraging notice from the Post Office Department:

"Arrangements have been made whereby the ordinary rate of two cents per ounce, applicable to all letters sent from Canada to the United Kingdom, will apply to letters addressed to British and Canadian troops on the continent. The rate on ordinary letters from Canada for the continent is five cents for the first ounce, and three cents for each subsequent ounce, so that this extension of the two-cent an ounce rate to letters addressed to our soldiers on the continent is a decided reduction in favor of correspondence going to the soldiers."

FIVE TO TWENTY-FIVE CENT BUSINESS

Variety Trade News

HOW TO ATTRACT WOMEN BUYERS

Special sales will prove a great magnet for crowds in connection with the operation of a good live 5c to 25c department and as the majority of the customers are women, the advertising of these sales should be directed chiefly to them. Women buy quite a large proportion of articles intended for use by men but of course, in stationery stores, where office men constitute a goodly proportion of

means of advertising in the newspapers and using that most effective of all publicity methods—the show window—direct public attention to a special sale of 5c to 25c goods, the effect will be that the women shoppers will include your shop in their bargain hunting itinerary and the customers you attract in this manner will certainly result in bringing others especially if they go away pleased with their purchases, because you can do no better advertising than sending a

plish something definite in organized selling each succeeding week.

The result will so benefit your business that you will be surprised at the remarkable expansion of sales that will soon be manifested.



HAIR GOODS AND JEWELRY.

The proportion of book and stationery stores in Canada in which such specialties as ladies' hair ornaments and



Showing an Artistically Arranged Booth Devoted to Hair Ornaments. Reproduced from "The 5 and 10c Magazine."

the buyers, special sales could occasionally be arranged on a plan of appealing particularly to men.

Coming back to the question of sales having women's trade especially in view, the dry goods and grocery stores of your town probably have a special bargain day each week and naturally they bring out good crowds of buyers. The easiest line to get business is when there's lots of business doing, so if you will by

satisfied customer away from your store to laud your goods and your store among her friends. If she gets a bargain, depend upon it she will talk and every time she talks your store will receive favorable advertising among other women who will thereby be induced to take special notice of your sales. Thus no month will be a dull month in your store as long as you are alive to business.

Set about making plans to accom-

plish something definite in organized selling each succeeding week. The result will so benefit your business that you will be surprised at the remarkable expansion of sales that will soon be manifested.

items at low prices is so great and the evidence of the success of this method of merchandising so apparent on all sides—notably the big syndicate five-ten-fifteen-cent stores; that the course of action suggested here for book and stationery merchants cannot fail to commend itself to them.

Bookseller and Stationer would strongly recommend the fitting up of a special department or booth constructed on liberal plans permitting the stocking there of goodly assortments of various items and providing for the most effective display possible.

The illustration which is presented here affords a good suggestion for the planning of such a department. This illustration is reproduced from "The 5 and 10c Magazine." This is a picture taken in a five and ten-cent store but it is eminently suitable for use as a suggestion for Canadian booksellers and stationers because they now include the goods displayed here in the merchandise they sell. But, with a more extended department and concentrated attention to it, they can wonderfully expand their trade in these goods which should play a prominent part in conducting a special 5 to 25c department.



"A 9c SALE."

A good display scheme for low-priced goods coming in the range of this department is illustrated by the "Merchants' Record and Show Window," this window trim showing 72 varieties of small items priced at 9c each. The principal attraction of the setting was an arrangement by which wheels across the top and sides of the background were made to revolve in different directions. This window publicity was the means of making the "Special 9c Sale" a big success.



PROFIT IN EMBROIDERY GOODS.

There are many retail stationery stores that can, and some of them already do, handle embroidery goods to advantage.

One of the leading art embroidery houses has recently brought out a line of package goods particularly suitable for the retail stationery trade.

Each package contains a cushion top and back, every diagram lesson showing exactly how to work the design and also six skeins of silk floss. The retail customer pays only for the silk at the regular retail price of 25 cents, getting the cushion top, back and lesson free of cost.

The particular advantage of selling the package is found in the fact that to complete the design the customer needs 10 or 12 additional skeins of silk, which will bring them back to the store.

Making the Show Windows Count

Intricate Mechanical Devices to Attract Attention Are Not Necessary for Success—Show Goods Which Will Themselves Create a Desire to Buy.

MAKE your windows count every day. It is hardly feasible, of course, to change windows every day, but it would be an easy thing to have one or two new items put in each window every day and another good idea is to have daily changes in show cards, thus creating "a news interest" which will get people in the habit of stopping at your window in the expectation of seeing something to interest them, different from that which attracted their attention the last time they passed that way.

To create a desire to buy it really is not necessary to attract the public with something out of the ordinary like mechanical contrivances, curios or articles other than the merchandise you wish to sell. A curious crowd is not a buying crowd, but a good crowd attracted by well-displayed merchandise will bring dollars into your store.

Give your store front the distinction and refinement that is a modern essential of success, and one should not neglect or forget the inside displays on showcases and counters. It is impossible to compute the amount of merchandise that is sold to the customers who come in for other goods and who "just happen to see" a bargain. Special sales of other bargain goods at regular prices can be helped a long way towards success by cleverly arranged displays inside as well as in the windows and many a dollar reaches the cash drawer as a result of an impulsive purchase.

The value of well-written price tickets and window cards should not be overlooked. They add so much to the display and cost so little. It is your best means of telling about the price of the goods attractively displayed.

One of the most important aids to a successful sale is a good window display; in fact, it might almost be said that no sale can be the success it ought to be without the help and co-operation of the window dresser. The window should have a stock appearance, liberal quantities of goods should be used and have plenty of price tickets and show cards. A good idea would be to have tickets of a different color than those ordinarily used in the store. As far as possible mark the goods by the dozen instead of singly, as in many instances dozens can be sold where only one or two would be taken if marked at single prices.

So many lines are included under the general term of fancy goods that the window trimmer has a tremendous scope in producing pleasing and artistic effects.

As the goods are generally of a bright and attractive type, few if any outside decorations are necessary, although a background in which mirrors and curtains of plush or velvet are used gives the merchandise an appearance which can scarcely be secured as well in any other way.



L. G. Beebe, manufacturers' agent of Toronto, has been appointed Canadian sales representative of the Anderson Novelty Rubber Co., of Akron, Ohio. The line includes cloth-covered rubber balls, with patterns of various color combinations, known as beauty balls, also canvas and leather-covered rugby and association footballs, as well as tennis balls, toy balloons and other rubber specialties sold by stationers.



INCREASE IN FREIGHT RATES.

January 26th, 1915.

The Traffic Department, Toronto Board of Trade, Toronto.

Dear Sir:—

We notice that the railways are making application to the Railway Commission for an increase of 5 per cent. in freight rates.

As chairman of the Publishers' Section, I am instructed to bring to your attention the fact that in the United States the classification for school books is: 1c, third class, and 1c, fifth class, while in Canada 1c is first class, and 1c, third class. This is a great hardship on booksellers and publishers in Canada, and undoubtedly this would be not only an opportune, but the proper time, in which to get a re-classification made.

Will you kindly consider this as official, and let me know what steps the Board of Trade is taking in the matter.

Yours truly,

FRANK WISE.

Mr. Wise has received the following reply to the foregoing letter, from a member of the firm of Clark Bros., Winnipeg: "I beg to acknowledge receipt of yours of the 26th, with reference to the rate on books, etc. I am immediately taking this matter up with the Winnipeg Board of Trade, asking them to take action immediately, and asking if possible, in conjunction with the Toronto Board of Trade, and as soon as I hear from them I will keep you posted regarding the matter."

HOW OTHER STATIONERS DO THINGS

IN their selling plans for the ensuing year, booksellers and stationers should make use of the co-operative suggestions of advertising value which are offered in Bookseller and Stationer from month to month.

Keep the display cases full of new designs, changing them regularly and frequently.

Study the advertising phase of business so that you may be able to do better work for your customers. Merchants are frequently called upon to consider whether their business is as good as it should be. This does not mean merely in size. Good business is sooner or later a big business, but it ought to be good before being big. Many a dealer is putting so much effort into increasing the volume of his sales that he forgets the surest and easiest means of keeping it, that is, quality before size.

A good way to keep up the interest of the public in a store is to conduct a contest from time to time. There are many schemes of this sort to choose from and among the specially successful ones are those which are made to appeal directly to children. This, of course, naturally interests parents as well. In this connection, a good suggestion was recently offered by Frank Farrington, the well-known writer of articles for the trade press in the United States. He said a plan that brought one store the school trade was the issuing of a school blotter to school children the first day of school and with it an offer of a series of prizes for the return of the blotter with the picture on the back colored most successfully. The same writer suggests that the stationer who first gets a map of his town reproduced on a post-card will make a hit and produce a good seller.

Many other good schemes will readily suggest themselves to the alert bookseller and stationer and here again it will pay him to keep in close touch with the trade paper in order to benefit by what other merchants are doing.

A good suggestion to the trade is offered by a Philadelphia publishing house sending out a list of 104 titles of books specially suitable for boys and girls between the ages of 9 and 15. They make the suggestion that this list be posted in a conspicuous part of the store with this slogan well displayed: "One Good Book

a Week for Girls and Boys Between Nine and Fifteen."

Cultivate Confidence.

It is most important that the bookseller and stationer should retain the full confidence of his customers. To lose this confidence is to lose an asset greater even than the stock itself, because it is upon confidence that a successful business is built. Once a customer comes to distrust his local dealer he is not likely to continue doing business with him. Therefore, it should be the constant endeavor of the merchant to earn confidence, which cannot be bought and cannot be accomplished by bullying. The only way is to earn it. Truth in advertising will do much to spread this confidence just as dishonest advertising will destroy it. It does not take people long to distinguish between the truthful advertiser and the insincere one. The merchant who succeeds, knows, tells and lives the truth.

Faith in 1915.

In calling upon a book publishing house the other day the manager, who was just then opening his mail, turned up, with one of his letters from a big mercantile concern a little enclosure with these words reproduced in bold script lettering:

WE BELIEVE

1915

CAN BE DONE

It made a good impression on the man who got the letter with which it was enclosed and appealed strongly enough to Bookseller and Stationer to have it reproduced for the benefit of the retail booksellers and stationers. May it thus spread the faith in 1915 so as to help in making this year a successful one with the trade throughout Canada.

GETTING STENOGRAPHERS' TRADE.

Some enterprising stationers have found that much can be accomplished in the way of attracting trade by consid-

eration for the fads and foibles of bookkeepers and stenographers. One retail stationer in an Eastern city has built up a big business in typewriter supplies and smaller articles in the way of office supplies by keeping in close touch with and showing every consideration for office assistants and stenographers, the result being that not only does he get a good lot of orders in the calls of himself and his assistants at various offices, but every day many orders are received by mail and telephone.



Move Out That Dead Timber

Curb the Desire to Get Every Cent You Paid For Old Goods—That Policy Puts Millstones Round Merchants' Necks.

There never was a store, and there never will be, that does not have on its shelves merchandise that, for one reason or another, will not sell at the figures it was originally marked at. Either it is unseasonable or it is damaged; it is out of date or is poor value, so that the dear public fights shy of it, and it remains in the store, eating its head off and preventing the merchant from turning the money it cost into more money.

In considering this proposition it is well to remember that a profit cannot be earned until the goods are sold. For this reason, if merchandise remains on the shelves too long it becomes a loser, and the longer it remains the more it loses, in value and in potential profit. It is wise, therefore, to take a loss as soon as possible, have the agony over and done with, and put to work the money secured. Many a store would be a greater money maker, would cause its owner fewer sleepless nights, and in general be a more satisfactory proposition if the "dead timber," so to speak, were cut away.



In a recent letter commenting on one of the recently introduced features of Bookseller and Stationer, T. N. Hibben & Co. said: "We keenly appreciate every move you make to increase the usefulness of Bookseller and Stationer to the trade generally."

PROFITABLE PUBLICITY

MCRAE BROS., of Prince Rupert, B.C., in their campaign in connection with the recent holiday trade season, issued a bulletin under the name of "McRae's Holiday Bulletin," consisting of eight pages, 9½ x 12 inches in size, printed in three colors. Significant statements, prominently brought out on the introductory page, include the following:—

What you don't want is dear at any price. From our large, new, attractive stock you can get the gift that fits, at the price that pleases.

Gifts will be wrapped by those who know how, also despatched if you so desire.

Special attention given to mail orders.

A reproduction is given here of the central portion of one of the pages, effectively featuring toilet sets, leather goods, art brass goods, etc., as gifts for ladies. This was surrounded by illustrations of some of these articles.

There is also a page of "Gifts for Men," introducing books, cameras, safety razors, fountain pens, smokers' sets, loose leaf books, sectional book-cases, pocket diaries, card-cases, letter-cases, wallets, shaving sets and other articles, and, like all the others, this page is amply illustrated. Three pages are devoted to toys with attractive pictures of articles sure to appeal to children. A special book page features various gift books, latest fiction and books for boys and girls. Finally, after some attention to Christmas cards and different specialties, a boldly-displayed announcement is made, introducing pictures of a \$65 Victrola and a \$20 doll, to the effect that every dollar's worth of goods bought will entitle the purchaser to a ticket giving a chance to win one or the other of these articles.

This whole Christmas advertising idea is a good one, and other dealers could

advantageously keep it in mind for use in connection with their publicity work next holiday season.

If backed up by good newspaper advertising and window displays good results will be sure to accrue from such a campaign.

"Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent, or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service."—Elbert Hubbard.

Here's a suggestion for introducing the subject of printed stationery in your advertising:

◆ ◆ ◆
TOILET SETS AND MANICURES IN
Parisian Ivory, German Silver, Ebony, Sterling Silver,
Gold Plate.

LEATHER GOODS
Glove and Handkerchief Cases, Hand Bags, Purses,
Card Cases, Stationery Cases, Music Folios.

ART BRASS GOODS
Jewel Boxes, Jardiniers, Fern Dishes, Kettles, Candlesticks, Trays.

Bridge Sets, Scissor Sets, Clocks, Ebony Brushes,
Pin Trays, Copper Kettles, Chafing Dishes, Hand
Mirrors, Sewing Sets, Work Baskets, Fountain Pens,
Fancy Stationery, Souvenir Spoon, Broach or Hat Pin,
Pennants, Books, Bibles, Hand Bags, a Victor Victrola.

◆ ◆ ◆

"Your printed stationery is your advertising agent—let it truly represent you and your house."

Sisyphus, of classical legend, had the job of perpetually rolling a stone uphill, without ever reaching the top. The advertiser who suddenly cuts off the light of publicity has often just such a job.—British and Colonial Printer and Stationer.

SOME SANE ADVICE.

A BROCHURE issued by Morton Phillips & Co., under the title of "Quality Service," is of such a strikingly interesting nature that Book-seller and Stationer feels impelled to reproduce some of its contents which are of a nature applying to Canadian business in general, which the firm has used in more effectually presenting its own particular proposition.

For instance, in the introduction head, "Dreams," occurs this paragraph:

"While our neighbors have been dreaming of rainbow chasing and the 'pot of gold,' the Canadian Manufacturers and Merchants have assumed a more modest and reasonable ambition, and one that bids far to be realized, as it deserves to be, that is, to know one's own country better, and to develop Canadian Industry and resources, with Canadian enterprise and capital, for the benefit of the Canadian public."

Other striking paragraphs are:

"BUSINESS AS USUAL and its twin slogan, MADE IN CANADA, have been adopted as the business mottoes of all."

"The average Canadian has come to realize, too, that the men who have in the past tried to rouse us to a sense of our responsibilities by instilling the Canada First principles, were wise in their generation, had we paid more attention then, we would be in a better position to-day."

"All the indications point to unparalleled prosperity in the near future. Remember that German competition is eliminated in many lines never to re-appear if Canadian manufacturers will seize the opportunity at hand."

A motto given prominence in the book is "Business may be depressed—don't let it stagnate," and the final admonishing is "BE PREPARED for a greater volume of business in 1915."



BUILD ON WHAT YOU KNOW.

Any business is like a bridge that is building. You must anchor your structure to a foundation of experience and knowledge and rivet home each member as you add it. To carry your span safely across the new and untried, build on what you have proved—build on what you know.—System.

CARDWRITING MADE EASY

by
R.T.D. Edwards



LESSON NO. 2.

BEFORE delving into this lesson I would urge all of you who have definitely decided to follow this card-writing series to ask yourselves this question: "Have I mastered the lesson set forth in this paper a month ago?"

Can you honestly say: "Yes," or is the answer "No." You know better than anyone else whether you have become master of all the lines, curves and figures. You also know that if you have not you are the only one who is going to lose thereby. If there is any doubt in your mind show your work to your employer or some other competent person, and let him say whether it comes up to the standard shown in chart No. 1. If he says that you haven't, then you have surely neglected that all important part of the work on which so much depends—PRACTICE. Omit the practice from all kind of study and the theory is soon to be forgotten. You must practice all the time even when

you are able to make the lessons correctly. If you don't you go back—you cannot stand still.

Actual Show Cards Already.

This month I am giving in chart form the upper case Roman alphabet. This form of lettering goes hand-in-hand with the figures of last month, and combining the two this month we can make show cards suitable and acceptable for any store.

The student should start practice work by laying out a half sheet card with guide lines one and one-half inches apart across the card. Then begin with the oblique line exercises preceding the "A" as shown in the chart, using a pencil to block out the work before the pen is applied. The exercises should be pursued until you have succeeded in getting the lines parallel—and remember a ruler must not be used. Having accomplished the straight lines, next make the letter "A." This letter requires and needs a great deal of practice so as to

have both sides properly balanced—the dotted lines illustrate one method to assist the student in this.

The two sets of curved lines in the letter "B" require frequent practice. Note that the lower one extends more to the right than does the upper. Care, too, should be exercised in getting the "C" graceful. The upper spur should come directly above the lower point. The curved lines of the "D" should be farthest apart at the centre. The upright lines necessitate a great deal of practice as many beginners have difficulty in keeping them from slanting either to the right or to the left. It makes the "E" more attractive to have the centre stroke slightly nearer the top than the bottom. Parallel horizontal lines such as precede the "F" constitute the best kind of a practising exercise.

The making of spurs should occupy considerable of the student's time as they add the "life" to this class of let-

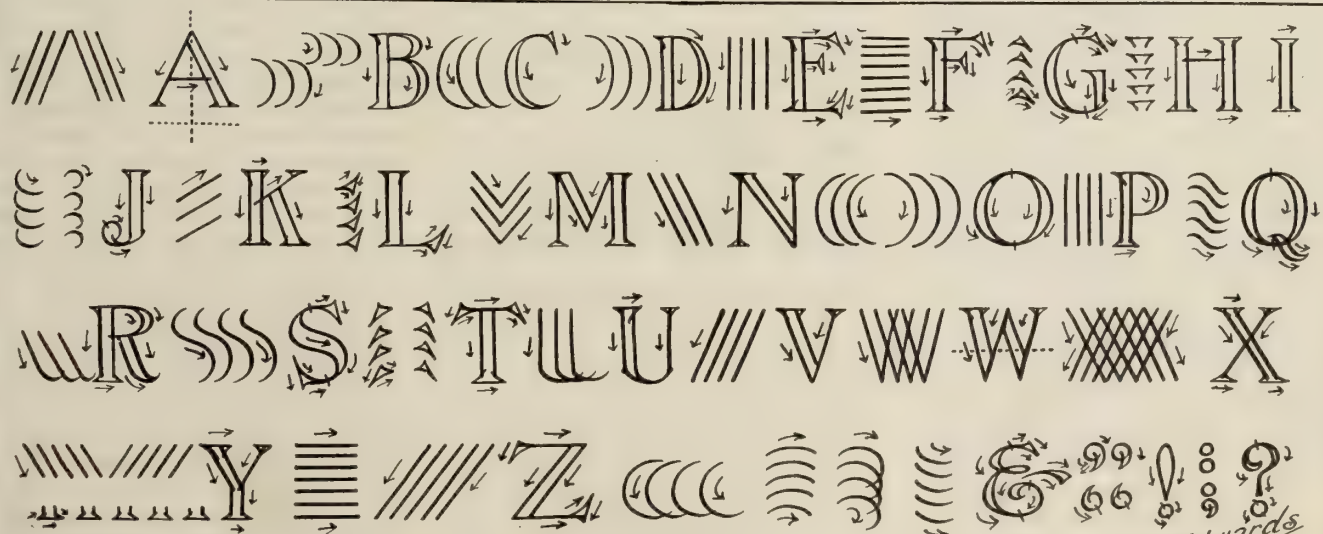


Chart 2.

R.T.D. Edwards

The making of each letter in this chart is fully explained in the text.

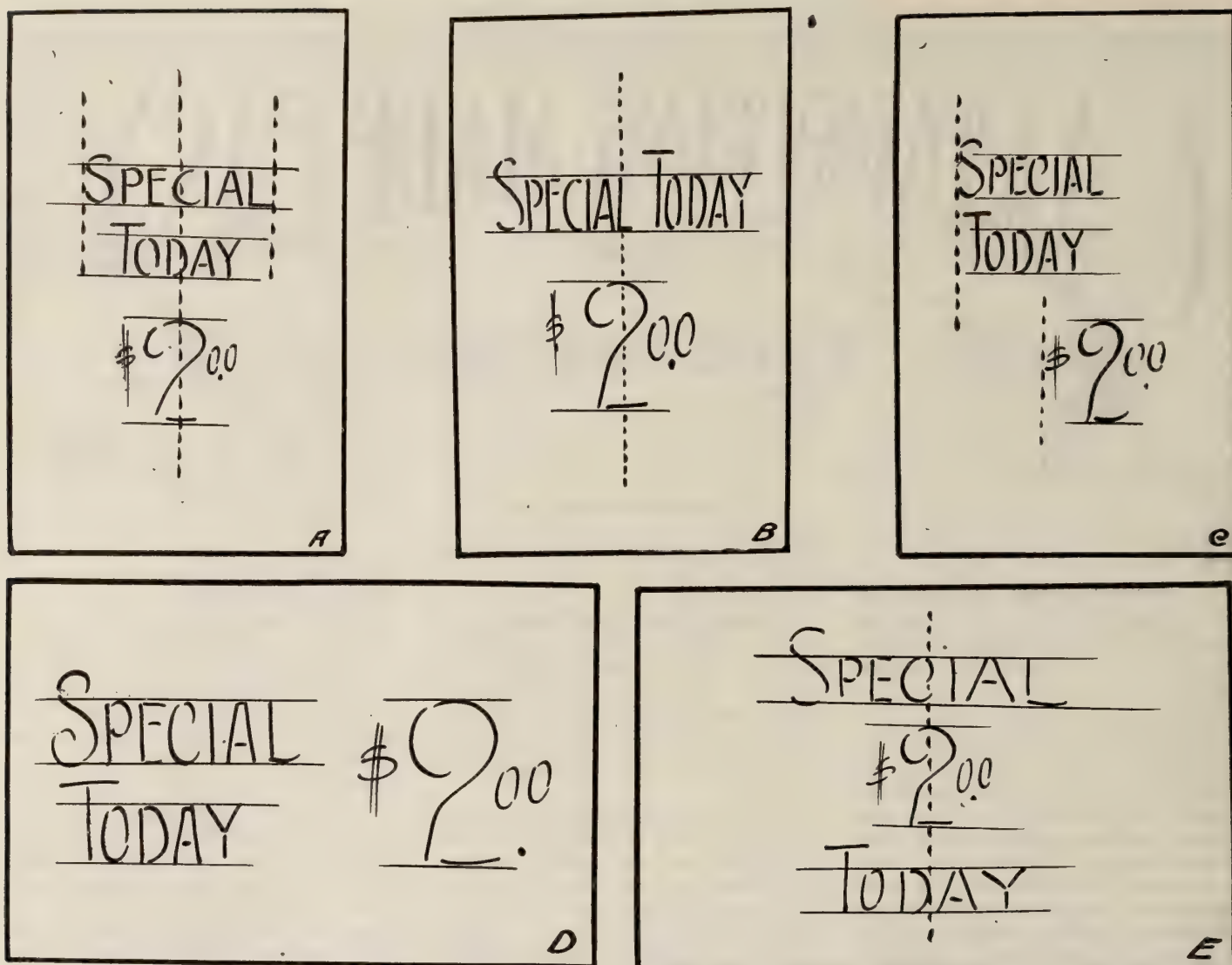


Figure 1.—A, B, C, D, E.

ter. Make careful note of the exercises preceding the "G" and "H." The cross bar of the "H" should be slightly above the centre of the letter for the sake of good appearance. The straight lines of the "I," the same as all other similar ones, must be kept equal distances apart for the full length of the letter. The tail of the "J" requires much attention—the two preceding exercises will help the mastering of this. "K" is made up of straight lines but nevertheless requires long practice before it can be used on the show card. The upper right hand slanting line should join the upright a little above the centre. The lower arm of the "L" should extend to the right about two-thirds the height of the upright to balance it evenly.

The Intricate Letters "M" and "O."

"M" is a letter upon which many amateurs fall down so study it carefully. The centre point should be exactly in the centre of the upright lines. The two outside lines of the "N" should be drawn first and the sloping lines inserted afterwards.

"O" is one of the most difficult letters in the alphabet to make. Both sides must be of uniform curves. Four strokes are all that are required to make it.

The curved lines of the "P" should

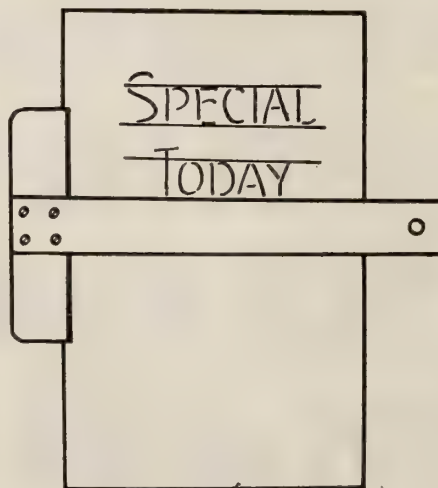


Fig. 2.

This shows how the "T" Square is used for ruling the card.

join the upright as near the centre as possible. The tail of the "Q" should be as graceful as the other part of the letter. The tail of the "R" when pointed as shown here should project a little more to the right than the upper curve. "S" like the "O" is very intricate and requires patience and practice to master. The curved lines should be practised many times. Perfecting the upper spurs of the "T" is where many have trouble. They must both be at the same slant only opposite. The upright lines of the "U" should terminate about one-eighth of an inch above the lower guide line so as to have room to join them both up with the curve lines. The "V" and "W" are of a somewhat similar nature, only the latter requires the angles of the slanting lines to be even as the dotted line indicates. The intersection of both lines of the "X" should be slightly nearer the top than the bottom. The angle of the "Y" should be at equal distance between the guide lines. The sloping lines of the "Z" also require a great deal of

(Continued on page 30.)

Tendencies of the 1915 Art Publications

Holiday Greeting Cards and Similar Items Will Show Greater Originality Than Ever—Patriotic Numbers Will Be Prominent—Promise of Bigger Trade in These Lines.

NINETEEN fifteen should prove the best all round season stationers have ever had in the branch of their business comprising not only Christmas and New Year greeting cards, letters, booklets and calendars, but for the other special days and general purpose publications as well, because of the inherent changes in a large percentage of the offerings that will be made consequent upon the disappearance of German products from the market.

In the past, despite many successful efforts towards original types, there was always a familiar aspect about large quantities of cards that appeared with each successive season and this lack of originality was largely restricted to the productions that came from Germany.

It must be admitted that the Germans were able to give remarkable values and the advantage they held, handicapped competition in manufacturing both in Britain and on this side of the ocean.

Since the outbreak of the war, however, the British, Canadian and United States manufacturers have been able to see their way clear toward going into these lines on a much more extensive scale, adding to plant equipment and investing capital in these ventures in a manner which they would not have had the courage to undertake in the face of a continuation of German competition.

Now, that this step has been made possible, the natural result will be a radical and widespread change in the general tone of these productions for this and future years.

This is going to instill a freshness into the goods themselves and by reason of the decided departure from past seasons, is going to stir not only the trade, but the public in general, awakening unprecedented interest and thus paving the way for greater business in these lines.

There will of course be remainders of German cards. Retailers who have stocks of them left over, should be prepared to take a loss on them, for it is altogether probable that there will be job lots of these on market at greatly reduced prices. It is a trade condition that must be faced. Cards with the "Made in Germany" imprint will suffer for that very reason in addition to the natural reduction in value of productions of a former season, which in any event cannot be considered worth as much as goods of this nature produced in the same year they are offered for sale.

Patriotic Subjects.

Patriotic subjects are destined to be immensely popular this year and samples are expected soon of new items in the



Reproduced by Courtesy of Birn Bros.

various classifications that will awaken a high pitch of enthusiasm on the part of the dealers as to the possibilities for stirring like interest among the people of their respective towns, thus enabling merchants to add to the volume of business with these art publications.

The foregoing has been written with the whole year's selling in mind and this naturally gives much place to the Christmas numbers owing to the relatively stronger position they occupy in the trade and the wider interest and more importance attached to them by the general public, as compared with the items associated with any other season and they must be given attention now because it is in the first six months of the year that the great bulk of the orders for Christmas lines are placed.

The dealers, however, should not allow this to so engross their attention as to handicap their efforts with the immediately approaching Valentine, St. Patrick and Easter selling seasons. Elsewhere in this issue will be found articles dealing particularly with these seasons as well as cards for all occasions and postcards.

What has been said with reference to the new note struck in this year's productions applies to Valentine's, St. Pat-

rick's Day, Easter, Hallowe'en and Thanksgiving as well as the December holiday season.

The merchants should therefore look forward with optimism to the prospects of the whole year and by combining close attention to all the branches of business cultivation and conservation, they can make 1915 the best year they have ever had.



NEW IDEAS IN 1915 CARDS.

An illustration is reproduced here of a new design in the Dominion series of Birn Bros.' line of Christmas greeting cards. The Dominion series, together with the Gem series, which have always been particularly strong features of this varied line, are even more than usually rich, both in originality of design and in their scope.

The calendar shown here is a good example of the clear-cut treatment of many distinctive cards expressing national sentiment.

The Heraldic series introduces an appealing idea, permitting the localization of cards by printing, beneath the coat-of-arms of a particular province, the name



Reproduced by Courtesy of Birn Bros.

of the town in which the cards are to be sold, as, for instance, Windsor under the Ontario coat-of-arms, or Halifax beneath that of Nova Scotia.

Another novel idea is the introduction of the black fox in the designs of cards, intended to especially typify the Maritime Provinces, an idea that will be sure to catch on in the provinces down by the sea.

These references, of course, are not intended to any extent to acquaint the trade with the general features of Birn's 1915 line. It is simply the result of a search by a representative of Bookseller and Stationer for points of interest to indicate a few of the new ideas worked into the productions for this year.

It may be added that the influence of the war is most noticeable in the many conspicuous patriotic designs which occur again and again throughout the albums which accommodate the different collections.



WHERE WE GET THE CHRISTMAS CARD.

Christmas cards were first printed in London nearly seventy years ago, but did not become popular until fifty years ago.

The first Christmas card was only a visiting card on which was written the greeting, "A Merry Christmas," or "A Happy New Year." Snow scenes, holly branches and robins appeared later on embossed cards, probably picturing English Christmas scenery, as the robin is known in England as the Christmas bird, and also as "The Savior's bird," because of the legend of its red breast. This bird is still seen on Christmas cards, but not so often as formerly.



THE APPEARANCE OF THE STORE.

The general appearance of a retail stationery store will either "make or break" its owner. Therefore every effort should be made to make it more attractive. It will pay for itself many times over. Systematic and pleasing arrangement of stock, spotless showcases, clean counters, proper light and ventilation are amongst the little things that are frequently neglected, yet are important factors in success or failure.



BACKBONE.

Backbone is the courage of your convictions; confidence born of positive knowledge of conditions.

The stiffening of the fibres of your business sense; the clarification of your gray matter; the realization for all time that honesty is the best policy.

That's what backbone is, and it will be yours, as the day follows the night, if you "get together" in your own city, and "get busy" finding out where you have been wilfully ignorant or heedless, or careless of your store and your sociability.—Playthings.

IMPROVED OUTLOOK.

From Dun's Bulletin.

The New Year opened with a decided improvement in the business outlook, although the actual volume of transactions is still much below the average. At every leading centre there is a notable expansion of confidence, owing to the remarkable progress which has been made in restoring the financial situation to normal and re-establishing the favorable balance of international trade, in spite of the limited shipping facilities. There are, however, unmistakable signs of increased activity in domestic business, notwithstanding that conservatism continues the controlling policy in all quarters. On the constructive side there is the basic soundness of an absence of large stocks carried on credit, while the recent railroad decision is already having the effect of stimulating more liberal contracts for rails, cars and other equipment. The iron and steel industry, though still operating at less than 50 per cent. of capacity, is facing the future with new hope based upon actual indications of improvement.



WHO ARE NATION'S BUSINESS MEN?

From the Sporting Goods Dealer.

All merchants who are characterized as live wires, or nearly all of them, have a desire to become big business men. They look up the cliff afar and see far upon the apex of the pinnacle a spot in the business world, which if they could reach, would make them extremely happy.

The small business man is apt to look upon the big business man with well developed envy. Thousands are striving to become his equal. They are looking forward with a considerable degree of expectancy to the time when they can occupy a ten-story building; when they can own a battery of automobiles; when they can take trips to Europe and when they can lead a life of perfect ease, with the whole of the big store working like clock-work and grinding out profit dollars faster than one man can count.

But here is a pathetic tale of trouble. Henry Siegel, bankrupt, was looked upon as the merchant prince. He was at the head of a gigantic mercantile corporation. He was the envy of thousands of smaller merchants. He was looked upon as a big merchant. But was he? Is a man who makes a failure of a business—whether big or little—is he a big business man?

Perhaps, after all, the merchant who considers himself among the small fry is the real merchant prince of the nation.

CARD WRITING MADE EASY.

(Continued from page 28.)

attention. The "&" and all punctuation marks require just as much attention and practice as does any letter on the chart. The arrows indicate the direction in which to draw the strokes. The student should begin from the upper left hand corner and work towards the lower right corner always. The small cross lines indicate the beginning and end of the curved lines.

The same pen nibs as illustrated last month should be used for this work. The more blunt the nib is the better, providing the ink will flow off it freely.

Hints on Spacing.

One of the most important points for the beginner is the mastering of proper spacing on the show card. The letters may be formed almost perfect but if the card is poorly spaced the good lettering goes for naught. I have heard experienced card-writers say, and I know it to be a fact, that a card poorly lettered and well spaced is far superior as a merchandise card, than the one well lettered and poorly spaced.

When a card is well spaced and properly balanced up, it can be read at a glance.

One serious error that the beginner often makes is the working in of too many curved lines. Once and a while they are all right but the majority of show cards should be lettered straight across, parallel with the top and bottom of the card. I have seen many cards of the amateur type, on which every word was written in a curve. Prospective customers waste much time if they stop to read it, but in the majority of cases the card is left unread.

Read-As-You-Run Cards.

The one great point to aim at when executing a show card is to make it the "Read-as-you-run" variety, and all depends on the layout.

Special To-day, \$2.00.

Fig. No. 1 shows five different layouts for an ordinary card. Cards like these are of the ordinary sale variety, but you see how many different layouts all with the same wording can be made and all are probably equally effective.

The "T" Square Helpful.

Many card-writers use a "T" square with which to rule out the cards. This is a very sure and quick way of getting guide lines at right angles with the ends of the card. Fig. No. 2 demonstrates its use.

One can also get the same result if care is taken with an ordinary ruler by measuring with the eye; with continued practice you can rule a card just as accurately as if it had been measured

Year Round Selling of Fancy Goods

Good Assortment Should be Kept up
—Line Lends Itself Readily For
Effective Window Display—
Popularity of Cut Glass.

THE outlook for the fancy goods trade is encouraging, in keeping with the general business prospects. One element that points to brisk trading is the lowness of the retailers' stocks in fancy goods lines evident throughout the country, making the prospects of manufacturers of fancy goods especially good. Whether the stocks throughout the country are as light as is generally believed or not, it is hard to believe that there is any surplus stock in the hands of manufacturers or importers, whose operations were naturally guided by the action of buyers.

The difficulty which has been experienced by buyers during the recent holiday season in securing the goods desired, should tend to teach them a lesson for the future, and if taken to heart should result in a liberal advance ordering for next season's business.

There are numbers of articles sold in this department, however, which are not only exceptionally good sellers during the holiday season, but are salable all the year round. It is to the best interests of the merchant to have these lines kept well assorted at all times. Many of them are particularly suitable for presentation, birthday gifts, Easter offerings, etc. These include gilt clocks, jewel boxes, candlesticks, desk sets, candle shades, photograph frames, smoking sets, etc.

Most of these articles are particularly suitable for display purposes not only at the store, but in the windows as well. The adaptability of articles of this character is generally well recognized, but is not taken advantage of to the extent that it should be. The artistic beauty of the goods themselves attracts the attention of shoppers and the window trimmer with artistic taste should be able to utilize it to the advantage of the department, particularly at this season of the year when the windows are not so insistently demanded by other departments.

One of the marked incidents of the holiday selling of fancy goods was the very satisfactory business done in cut glassware at some of the fancy goods departments. This was especially noticeable in those stores which had no regular department devoted to this class of goods.

Inquiries developed the fact that the buyers of fancy goods in these stores, believing that a profitable business could be secured in cut glass, had earlier in the

season put in a small line as an experiment. Finding them to be salable and profitable, they ordered in larger quantities and better assortments, with the result that in many instances the cut glass section of the fancy goods department had become the most important and profitable.



Characteristics of the New Hand Bags

Distinctive Novelties Being Introduced—Combination Hand and Party Bag—Promenade Cases For Spring.

MANUFACTURERS are busy getting out new designs in hand bags for the coming season.

While the spring lines are not yet complete, indications are that they will include a goodly proportion of high-class novelties, the manufacturers being encouraged by the success which marked the recent holiday trade in the sale of high-grade hand bags. The absence of German competition has stimulated manufacturers to produce fancy leather goods, which should compare favorably with the continental product.

It is evident that the new promenade cases will be popular this spring. In most cases these will be of crushed morocco or of some other leather in black and a variety of shades. The majority of them will be oblong in shape. These bags will be lined with satin, and there will be many combinations of fittings from which to choose. The most popular, it is expected, will comprise a mirror, memo. pad and pencil, powder puff, round vanity case, hairpin case, comb, nail file and change purse.

As intimated in the last issue of Bookseller and Stationer, the preference for the party box seems to have spent its force. A practical development succeeding the party box will be a combination hand and party bag. These will be fairly commodious. To the usefulness of the hand bag, which, as is well known, is the woman's only pocket, is added the convenience of having always with her in a handy form the means of rearranging her toilette.

More attention is being paid to frames and their mountings than for many seasons past, some of them being ornamented with jewels, the marked feature being highly ornate crests.

The pouch bag and others that were popular last season will be prominent in the new collections. On the whole, the hand bags of the coming season will not be of such generous proportions as in the past. The leathers in greatest prominence are suede, Russian calf, morocco and pin seal, together with colored bags

in such shades as taupe, greenish grey, navy blue, dark brown and Russian green.

Some distinctly new ideas are worked out in the new opera bags that are to be offered to the trade. While many of these are fastened with an ornamental frame, others are made with a drawstring of satin or velvet ribbon, or with a gold or silver cord. In some instances these bags are fitted with vanity appurtenances, and always there is ample room for the opera glasses, handkerchief and the like.



LEATHER NOVELTIES.

Manufacturers of leather novelties report good business, particularly those firms that have gone into the making of moderate-priced and the more expensive novelties to take the place of the lines excluded because of the war. Goods of this kind have sold well. The majority of these novelties are modified copies of articles that were imported, but which now cannot be obtained. To make up these goods the manufacturer here has gone to considerable trouble in procuring better leathers and handsome fittings and frames.



FANCY FABRIC BAGS.

Fancy fabric bags, particularly those of the soft floppy kind, either without a frame or with a light frame covered with the fabric, are very much in favor. Novel shapes are most liked, such as the pouch, or oval and round bags. Beautiful metal brocades, cloth of gold or silver, rich cord silks, with beautifully printed floral and fruit designs, brocaded velvets, Chinese and Eastern embroideries, and other rich textures are used. These bags have brilliant linings of satin brocade, which show when the bag is open. A feature of the small bags used to-day is the wide opening. The bag opens flat, disclosing all the contents at a glance, so that there is no groping for articles in the bottom of the bag.



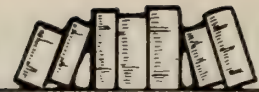
THE HUMAN SIDE OF A STORE.

A store is almost human. It is full of temperament. It affects each customer with the composite personality of its management and staff.

There are stores and stores. There are "grouchy" stores and "smiling" stores. There are flippant stores and dignified stores. And the peculiar thing about each is that the goods or the prices have little to do with the store's temperament. It is the personality of the store that colors and defines the character of the goods from the customer's viewpoint and wins or repels approval.



Books



The Pretender

Novel by Robert W. Service Among Best Sellers in January.

Robert W. Service is represented among the best sellers for January with a novel—his new book, "The Pretender," which is fourth in the list, and is selected for this month's review.

"The Pretender" is a readable book but comes in for the same criticism as did this author's other novel, "The Trail of Ninety-Eight," being somewhat risqué as regards certain passages, this book laying itself open to criticism of this sort to a greater extent even than "The Trail of Ninety-Eight."

The hero of this new tale is Horace Madden, an ultra successful author of novels that appeal to the average reader. His writings consequently achieve for him fame and riches.

In the opening chapter, Madden is at his club where he accidentally overhears a conversation about himself, participated in by Quince the critic and Vaine the poet, and, from what he thus overhears, Madden learns that in the estimation of these men he is considered, to quote the words of Quince: "An upstart, a faker; to very heart of him a shallow, ignorant pretender."

Madden had an amazing bank-book. Since the last time he had looked into it, several credit entries had been made for twenty thousand dollars during the time that he had been dawdling in the woods of Maine, managing by dint of great effort to squander one thousand. He was thus in the ironic position of having "omnibus tastes and an automobile income."

Quince's remarks had made Madden wince but it stirred him so, that he was prepared to bet his year's income against Quince's that he could make a fresh start and do the same thing all over again. This idea takes root and Madden cuts adrift from friends and funds to again fight his way up the ladder from the very bottom and from that start the reader is taken with Madden through divers experiences and novel adventures beginning with a steerage passage across the ocean, his fellow passengers being mostly Italians—eight hundred of them

packed like sardines in a keg. Madden becomes seasick, describing his feeling: "As if I were suddenly let down the elevator shaft of the Singer Building at full speed, ten thousand times a day, and as suddenly yanked up again. By the dim light I can see hundreds of cockroaches crawling everywhere around me, elongated coffee-colored cockroaches, big ones, middle-sized ones, baby ones."

Imagine the pleasure of that ocean voyage!

Before leaving New York, Madden had done some unintentional philandering which, with his tendency to make rash promises together with his conscientious scruples impelling him to keep promises once made, keeps his particular peck of trouble perpetually replenished.

By some heedless course pursued in conversation with a friend who is a married woman, she becomes convinced that he is hopelessly in love with her and his talk, under the influence of his histrionic imagination becomes so impassioned that he gets beyond his depth for she wants to fly with him and he needs must consent. Fortunately for him, she weakens; she cannot leave her children and so the situation is saved for Madden who promises, however, that should it so happen that sometime they may both find themselves free, and should she want him to come to her, he will do so though the world lie between them.

Two other escapes from matrimonial traps are made by Madden before he eventually gets completely out of touch with his old sphere.

After reaching London, picking up a New York paper he reads of an accident to the man with whose wife he had been on the point of eloping. "When the nearest spectators could reach him to rescue him from his perilous position, they found to their surprise that the man was dead," he reads, and drops the paper with a groan.

That night he chances to prevent a young girl committing suicide and he marries that girl so that he may not have to marry the woman in New York.

This romantic matrimonial venture, and their subsequent Bohemian career together, with Madden's second quest of success, make up an interesting tale and throughout the book there are excursions into byways which develop some decided surprises.

RECORD OF BEST SELLERS.

Canadian Summary (Fiction)

1. Patrol of Sun Dance Trail. Ralph Connor 169
2. Eyes of the World. Harold Bell Wright 94
3. Wall of Partition. Florence L. Barclay 74
4. The Pretender. Robert W. Service 59
5. Innocent. Marie Corelli 57
6. Arcadian Adventures of Idle Rich. Stephen Leacock 35

Non-Fiction.

Secrets of the German War Office.

Juvenile.

Tik-Tok of Oz.

BEST SELLERS IN UNITED STATS.

According to the New York Bookman, the six books (fiction) which have sold best in the order of demand in the United States were:

	Points
1. The Eyes of the World. Wright..	216
2. The Patrol of the Sun Dance Trail. Connor	109
3. Kent Knowles, "Quahaug." Lincoln	88
4. The Wall of Partition. Barclay...	75
5. The Prince of Graustark. McCutcheon	70
6. Bambi. Cooke	65



Nelson's report as their best sellers for January: "How Armies Fight," "The Atlas of the War," and "The Children's Story of the War."

William D'Aye, formerly with Bell & Cocksburn, is now with Messrs. Nelson's, and may or may not remain permanently with the latter concern, being at present engaged in special work with the "Children's Story of the War." In addition to this, he is as usual calling on the trade in Eastern and Northern Ontario.

"The Children's Story of the War" being issued in monthly parts, has been adopted for supplementary reading in Forms III, IV, and V. of the public schools of Ontario, continuation classes and the lower divisions of high schools and collegiate institutes.



Notable issues of new novels this month were "The Yellow Ticket" and "A Pair of Sixes," interest being added by the fact that plays based on both these stories have had recent presentations in Toronto. The former created unusual interest and immediately caused a strong demand for the book.

Latest Books About the Great War

Important Book in Preparation, the Work of Sir Gilbert Parker — Additional Evidence Showing How War Interest is Adding to Ranks of Book Readers.

WAR ENROLS READERS.

Here is additional evidence affecting the book trade in general, showing that interest created by the war is increasing the number of books that are being read:

The circulation figures of the Regina Public Library for the year 1914 have just been issued and show an increase of about 40 per cent. over the year previous. For the first time in the history of the Library, the circulation has overstepped the 100,000 mark, the exact figures being 105,748, as compared with 75,446 in 1913, being an increase of 30,302.

In connection with the appearance of a new book entitled, "The Track of the War," in opinion of the publishers there are few books that will "so search the imagination" as this volume by Scotland Liddell.

"Kultur" Cartoons.

A notable collection of war cartoons is that being exhibited at the Leicester Galleries by Will Dyson, who is an Australian, and came to London about four years ago after making a name on the Sydney "Bulletin." The cartoons are remarkable for their vigor and insight, and are to be published in volume form under the title "Kultur Cartoons," with a foreword by H. G. Wells. Each of the cartoons in the volume—20 in all—is artistically mounted so that it may be detached for framing. It is a two shilling book.

The German Dynasty.

An interesting book from the pen of Clare Jerrold is announced for immediate publication. It is entitled "Stories of the Kaiser and his Ancestors," and presents in anecdotal fashion incidents both tragic and comic in the career of the Kaiser Wilhelm and his ancestors. The frank and fearless manner in which the author has dealt with events in her earlier books will pique curiosity as to this new work, in which she shows the Kaiser as an extraordinary example of heredity—most of his wildest vagaries being foreshadowed in the lives and doings of his forebears. The book has eight illustrations.

"What is Wrong With Germany?" is the title of a new book by William Harbutt Dawson, author of "Municipal Life and Government in Germany." It is being brought out in paper and cloth editions.

A sermon preached before the University of Oxford in 1871, dealing with the

subject of war, by Rev. Dr. J. B. Mozley, late regius professor of divinity at that university, has just been brought out in England, being published under the title of "War."

Sir Gilbert on the War.

One of the most notable war book announcements is that of a comprehensive work by Sir Gilbert Parker to be entitled "The Making of the War," to be published at \$1.

Sir Gilbert has taken the due time to produce a book of more than ephemeral interest in dealing with the political interests involved and the German policy and aims, especially since the coming to the throne of the present Kaiser.

Tells of New Fighting Methods.

Hroff von Dewitz, a naturalized American citizen, has made a study of aircraft and submarines as relating to war and the outcome of his investigations is a book entitled "War's New Weapons."

More From Norman Angell.

In spite of the attempted ridicule of Norman Angell's book, "The Great Illusion," it is selling if anything better than ever and now he has written a volume on "Prussianism and Its Destruction" which will be sure to command wide attention.

More Secrets.

A companion volume to Grave's "Secrets of the German War Office," is "The Secrets of the House of Hohenzollern," by the same author.

Powell's "Fighting in Flanders" is in its second Canadian edition.

A Biography of French.

The authentic biography of Sir John French, by Cecil Chisholm, M.A., contains an appendix which presents the Field Marshal's historic despatch describing the retreat from Mons.

The Spirit of Russia.

Paul Vinogradoff, F.B.A., of Oxford University, sometime professor of history in the University of Moscow, has written a book entitled "The Russian Problem," emphasizing the gigantic strength of Russia and the public spirit animating her in this crisis. A larger book going more fully into this subject is promised by the same writer, dealing with the transformation taking place in the great Eastern Empire.

Burton Stevenson has written a story of the Great War entitled "The Little

Comrade." It was published in January.

Harwood Steel, son of Major-General Steele, and who is in the Royal Navy, has written a book of songs of the navy under the title of "Cleared for Action."

The war has created a renewed interest in Christopher West's book "Canada and Sea Power," and also Barlow Cumberland's "History of the Union Jack."

Pictures of War Notables

"The John Bull Portfolio" is an interesting new issue, which comprises 16 feature reproductions of photographs of men who are prominent in connection with the British campaign in the European war. Each of these pictures are mounted and they are suitable for selling singly as well as in the complete set.

German Ambitions.

Paul Rohrbach's *Der Deutsche Gedanke in der Welt* is shortly to appear in an English translation by Dr. Edmund von Mach under the title *German World Politics*. Dr. Rohrbach is one of the most popular authors of books on politics and economics in Germany today. The present volume is particularly important because of the current interest in German philosophy and culture. Dr. von Mach describes Rohrbach as "a constructive optimist, one who is at the same time an incisive critic of those shortcomings which have kept Germany, as he thinks, from playing the great part to which it is called." The work gives a true insight into the character of the German people, their aims, fears and aspirations.

Professor Knight, who in 1901 published a volume entitled "Pro Patria et Regina," on behalf of the Soldiers and Sailors' Fund has prepared a volume in aid of the Belgian Relief Fund entitled "Pro Patria et Rege." It is a collection of poems on war from English and American sources, and in addition to old favorites, the modern authors are well represented. These include Alfred Austin, Hilaire Belloc, Robert Bridges, Bliss Carman, Boyd Carpenter, G. K. Chesterton, W. L. Courtney, John Davidson, Austin Dobson, R. W. Gilder, Thomas Hardy, W. E. Henley, Lionel Johnson, Rudyard Kipling, George Meredith, Alice Meynell, Sir Henry Newbolt, Alfred Noyes, W. H. Ogilvie, Canon Rawnsley, Sir Owen Seaman and William Watson.

Books Received

The Canadian Woman's Annual and Social Service Directory, by Emily P. Weaver and E. C. Weaver. Toronto: McClelland, Goodechild & Stewart. Cloth, \$1.

This is a comprehensive volume full of valuable information of special interest to the modern woman seeking to realize or adapt herself to, or better, actual conditions.

The first section is devoted to postal and miscellaneous information, including tables for housekeepers; then, in the order named, the following subjects are dealt with: Canada and Population; Government and Leaders of Society; National Council of Women; Political Status of Women; Women in the Home, Child Welfare; Education; Professions and Employments; Journalism; Art, Music and Drama; Agriculture and Country Life; Community Work; Health; Recreation; Temperance and Purity; Reformatory and Correctional Agencies; Socializing and Philanthropic Agencies; Social Training; Religions of Canada; Miscellaneous Organizations; and finally the war, giving information regarding patriotic work, national service committee and the Red Cross Society.

This will serve to afford some idea as to the amount of valuable information that is crowded between the covers of this remarkable volume.

The Soldier's Word and Phrase Book. London: George Harrop & Sons. Paper, 6d.

This book is intended for the soldier, who, knowing only his mother tongue, finds himself in France or Germany. The words and phrases are printed in English, French and German in parallel columns, and they have been carefully selected with a view to the peculiar needs of the English soldier by a committee of modern language teachers who have had experience in instructing soldiers. Other aids have already appeared, but this is the first to include German words and phrases, and it is safe to claim that no other has been prepared with equal care.

America's Arraignment of the War. J. William White. London: George Harrop & Sons. Cloth, 1s.

The author is a Fellow of the American College of Surgeons and a trustee of the University of Pennsylvania. He examines the pleadings of the friends of Germany in the United States and elsewhere, including the official apologists in Germany, and having weighed the evidence, reveals the hollowness of Germany's claim that she is not the aggressor. The book shows the mind of America concerning the war and goes deep-

ly into the question of the issues as they may ultimately affect the United States.

The Saviour of Men, by Rev. Laughlan Maclean Wadd. London: Oliphant, Anderson & Ferrier. 60d. net.

This is a very attractive devotional book, having an illuminated cover, introducing an Oriental scene.

The Story of the Human Body by Dr. Chalmers Watson. Toronto: Nelson's.

A school book, recommended by the Minister of Education for use in Ontario school libraries. The volume is described as a reader in hygiene for the third form. It does not, however, deal with the vexed question of sex hygiene. Dr. Watson treats in simple language of the first principles of human health, paying special attention to such topics as the use of alcohol, the care of the body, digestion and the blood, and proper exercise and clothing. The book should be invaluable for the purpose intended. A number of fine illustrations, some of them in color, enhance the book's attractiveness for children.

The European War—The Powers, by R. Stroppa-Quaglia. New York: Editions d'Art Co., Inc. Cloth, \$1.50.

It is interesting to note that 10 per cent. of the profits of this book go to the Red Cross Fund. This fact will help retailers to sell the book, which is a creditable volume of 320 pages with more than 500 illustrations. It provides detailed information and impartial information concerning the powers involved in the cataclysm in Europe, with their history and development; history of the reigning family, of the army and navy, and latest statistics approved by the respective consulates, making it a practically valuable book.

The Rally of the Empire. Our Fighting Forces in Australia, Canada, India and South Africa. London: George Newnes, Ltd. Toronto: T. S. Sinnott. Cloth, 2s. 6d.

Different writers describe the military forces of the different Dominions. Saint Nihal Singh, author of "Progressive British India," tells of the troops of India, there being numerous illustrations of Indian princes, prominent fighting men and rank and file soldiers. Canada's fighting troops are dealt with in a most able and interesting manner by Roger Pocock, while those of Australia and South Africa are ably described by A. B. Cooper.

Britain's Great Men—Roberts, Kitchen-er, French. London: George Newnes, Ltd. Toronto: T. S. Sinnott.

This is a companion to "The Rally of the Empire," and deals exhaustively with the careers of these three great soldiers, there being many illustrations depicting historic fights in which they participated.

Of Canadian Interest

New and Forthcoming Books

"God's Country—and the Woman," by James Oliver Curwood, is a romance of the North Woods and the strange promise that Philip Weyman is called upon to make by a girl he meets far off in "God's Country." The story of his love for Josephine, of his attempts to solve the mystery that hangs over Adare House, of the fight with Thoreau's "bad men" and its dramatic outcome, makes "God's Country—and the Woman" an intensely interesting tale of life on the only frontier now left.



James Oliver Curwood.

A voluminous five-dollar book will be Major-General Steel's "Forty Years in Canada," soon to appear. Extraordinary interest in its coming is being demonstrated in Winnipeg.

Harvey J. O'Higgins is the author of a story called "The Adventures of Detective Barney." There is a dramatization of it under the name of "The Dummy," recently produced in Toronto at the Royal Alexandria Theatre.

Just before leaving Nelson, B.C., for the front with the First Canadian Contingent, Coningsby Dawson finished "The Unknown Country," which is a tale of remarkable charm, taking the reader from Western Canada to Australia and South America, following the fortunes of the brother and sister who are the principals of the story. It is published at half a dollar.

ADDITIONAL PARTICULARS
ABOUT ANY BOOK MENTIONED
IN THESE COLUMNS UPON RE-
QUEST TO BOOKSELLER AND
STATIONER'S SERVICE DE-
PARTMENT.

News of Books and Bookmen

Interesting Items About Books and the People Who Produce Them

A Scottish Visitor.

Henry R. Brabrook, the manager in Glasgow for Messrs. Blackie & Son, Ltd., of London and Glasgow, is taking a short holiday trip, and visited Toronto in January. Mr. Brabrook came on no special business, but after a strenuous year he is out to freshen up body and mind before tackling the making and selling of another big array of juveniles and picture books for the fall season.

A Veteran Road Man.

The "Dean" of the book travelers, W. J. Kelly, representing McLaughlin Bros., of New York, was in Toronto with his 1915 line last month, and on January 12 he passed the 72nd milestone of life, being in Toronto for that anniversary, as has been his experience for many years past. Mr. Kelly has been on the road continuously since 1869, and has represented McLaughlin Bros. since 1879. In an interesting conversation with a representative of Bookseller and Stationer, here called the time when he used to sell to the late Timothy Eaton, when the latter had a comparatively small store on Yonge Street, considerably to the north of the present huge establishment of the T. Eaton Co. He mentioned also many other old-time merchants, most of whom are now out of business.

The Copp, Clark Co. report as their best selling fiction, "Big Tremaine," "The Way of the Strong" and "The Sergeant of Fort Toronto," while in non-fiction the book in strongest demand is Richard Harding Davis' "With the Allies," followed by "Pan Germanism" and "The Primer of the War."

Natalie S. Lincoln, author of "The Trevor Case," has written a new book entitled "C. O. D.," which will appear this month, and it has the same rapid-fire which made the other book referred to so popular. A mystery and a love romance are worked out in this tale with absorbing interest.

With the beginning of this year Harry W. Sully, well known in this country as a representative of the United States publishers, made a change to the firm of Rand, McNally & Co., for whom he will cover Eastern Canada.

The New York Public Library, Circulation Department, reports books most in demand, excluding fiction, for the week ending January 20, as follows:—Barrie's *Half Hours*; MacManus' *Yourself and the Neighbors*; Jarintzoff's *Rus-*

sia, the Country of Extremes; Bernhardt's *How Germany Makes War*, and Hannay's *From Dublin to Chicago*.

"Who's Who for 1915," with which is incorporated "Men and Women of the Time," is the 67th annual issue. It contains biographies of over twenty-five thousand persons of note. A companion volume is the "Who's Who Year Book," in which are found the tables and statistics, which form the basis of "Who's Who," and first led to its conception. These tables are classified under office appointments or position so far as it is possible, and form the reverse reference to that in "Who's Who" itself.

Interim copyrights have been granted at Ottawa, for the following books, "The A. B. C. Method of Touch Typewriting. Book 1," by John Barry Mack, of Moose Jaw, Sask., and "The Reference Directory of Made-in-Canada Products" by Samuel A. Grant; Montreal.

Marshall P. Wilder's death, recently in St. Paul, brought out many anecdotes of the genial little man who wrote "The Sunny Side of the Street," and "Smiling 'Round the World." Whoever would help to diffuse the radiance that Wilder cast around him, wherever he went, will do well to read these mirth-making books.

"Deeds That Will Never Die," Such is the suggestive title of one of the first books born of the European War. The Stories of Heroism told in it were collected by John Foster Fraser. They chiefly concern British bravery.

Commenting in "The Sphere" on the fact that already 60,000 copies of Marie Corelli's latest novel, "Innocent," have been sold, Clement Shorter tells a delightful story apropos of that popular author. Once, travelling in a railway carriage with two other passengers, aunt and niece, he heard with the greatest relish a conversation anent Miss Corelli. The talk turning to "Barrabas," the elder dutifully admonished the younger that she should not read it. "It is quite too intellectual a book for you, my dear,"

ADDITIONAL PARTICULARS
ABOUT ANY BOOK MENTIONED
IN THESE COLUMNS UPON RE-
QUEST TO BOOKSELLER AND
STATIONER'S SERVICE DE-
PARTMENT.

was her comment, "too profound altogether."

Gertrude Atherton's new novel, "Before the Gringo Came," is a tale of early California when it was still a Spanish domain.

John T. McIntyre's Ashton Kirk tales have been so successful that a third volume is being published under the title of "Ashton Kirk, Special Detective."

The same characters that made "My Lady of the Decoration" such a favorite, appear in the same author's new book, "The House of the Misty Star," a tale of love, youth and hope in old Japan.

Suggestive of "Mrs. Wiggs" is "Amarily of Clothes Line Alley," by Bella Maniates. It is an illustrated \$1 book of the handy size, of the "cabbagepatch" volume referred to.

Two of those refreshing American humorous tales are George Fitch's new book, "Homeburg Memories," and Anne Warner's "The Taming of Amorette." Miss Warner wrote "The Rejuvenation of Aunt Mary."

"The Grand Assize," by Rev. Hugh Chapman, presents one of the most striking visualizations of the Last Judgment that has ever appeared in popular form.

The new War Year Edition of "5,000 Facts About Canada," compiled annually by Frank Yeigh, is now out and is, as usual, a treasure-store of definite data regarding the Dominion, revealing in a striking way, the development of the country in a single year. The ten-year and confederation contrasts are no less suggestive.

A book of outstanding interest which has just been published, is a volume comprising speeches of Joseph Chamberlain in which the reviewer for the New York Times finds material for an interesting comparison of Chamberlain's views on expansion and those of Treitschke and Bernhardt.

The Macmillan Company of Canada report as their best sellers, Jack London's "The Mutiny of the Elsinore"; "The Demi-Gods," by James Stephens, and "Saturday's Child," by Kathleen Morris.

Short histories of the countries involved in the war, reprinted in separate volumes, from the Encyclopaedia Britannica, are books published at \$1 each now being offered to the Canadian book trade.

A new edition of Rev. John McNeill's book, "World Power," has been issued.

A publication issued on the authority of the British War Office is "A Dictionary of Naval and Military Terms."

NEW ISSUES IN MUSIC.

Music received from Joseph Williams, Ltd., the London publishers, includes: "The Naval Song Album," including such old favorites as "Hearts of Oak," "The Bay of Biscay," "Ye Mariners of England," "A Life on the Ocean Wave," "Rule Britannia" and other songs. An edition of national songs of the Allies arranged for the harmonium has been brought out by the same house.

Also a new patriotic song, "Take the Lion's Muzzle Off"; the second book of Monothemes (By My Fireside), by Tobias Matthay, and a book of "Dithering Ditties," being ridiculous rhymes set for singing.

Put it on, Take it off (Wrap it up, Take it Home). Words and music by Edgar Leslie and Joe Young. Kalmar & Puck Music Co., New York, N.Y., U.S.A.

Winter Night. Lyric by Grant Clarke. Music by Jean Schwartz. Waterson, Berlin & Snider Company, New York, N.Y.

Little Princess. March Two-step. By Harry J. Lincoln. (Music.) Vander-sloot Music Publishing Company, Williamsport, Pennsylvania, U.S.A.

Marche de Guerre. (War March.) Sur les Airs Nationaux des Pays Alliés. Arrangé par Victor Parent. J. E. Bélair, Montreal, Que.

Everybody Rag With Me. Words by Gus Kahn. Music by Grace Le Boy. Jerome H. Remick & Company, New York, N.Y., U.S.A.

I've Got a Moving Picture In My Heart of You. Words by Stanley Murphy. Music by Henry I. Marshall. Jerome H. Remick & Company, New York, N.Y.

I Couldn't Keep Away from You. Words by Gus Kahn. Music by Grace Le Boy. Jerome H. Remick & Company, New York, N.Y.

When the Roses Bloom in Avalon. Words by Alfred Bryan. Music by Jack Wells. Jerome H. Remick & Company, New York, N.Y.

The Hero of All My Dreams. Ballad. Words and music by Jean Havez and Louis Silvers. Jerome H. Remick & Company, New York, N.Y.

On the 5.15. Words by Stanley Murphy. Music by Henry I. Marshall. Jerome H. Remick & Company, New York, N.Y.

Come Over to Dover. Words by Stanley Murphy. Music by George Botsford. Jerome H. Remick & Company, New York, N.Y.

Lease Your Little Lovin' Heart to Me. Words by George J. Moriarty. Music by Richard A. Whiting. Jerome H. Remick & Company, New York, N.Y.

I Was Thinking of You. Words by Gus

Kahn. Music by Richard A. Whiting. Jerome H. Remick & Company, New York, N.Y.

Russian National Hymn. For Mixed Voices. Music by Alexis Lvoff. Harmonies Revised by Alf. E. Whitehead, F.C.G.O., A.R.C.O. Anglo-Canadian Music Publishers' Association, Limited, London, England.

Russian National Hymn. For Male Voices. Music by Alexis Lvoff. Revised and Arranged by Alf. E. Whitehead, F.C.G.O., A.R.C.O. Anglo-Canadian Music Publishers' Association, Limited, London, England.

1914. Marche Militaire pour le Piano. Par Madame W. Forton. (Musique.) Madame W. Fortin, Montreal, Que.

The Heroes Left Behind. Words by Ken Finlay. Music by M. Coscia. Ken Finlay, Ottawa, Ont.

Stand by the Union Jack. Words and Music by W. E. Delaney. W. E. Delaney, Montreal, Que.

The Triple Entente. Words and Melody by David E. Anthony. Arranged by W. E. MacClymont. The Delmar Music Co., Limited, Montreal, Que.

We're From Canada. Patriotic Song. Words and Music by Irene Humble. Irene Humble, Toronto, Ont.

Martyrs and Heroes of the Scottish Covenant, by Rev. George Gilfillan. London: Gall & Inglis. Cloth, 3s. 6d.

But the present war has brought us sharply back again to the clear records of history. The harrowing treatment of the Belgians by the German commanders; the murders; slaughters; shooting on the slightest pretext, have shown us that militarism carries itself now, just as it did hundreds of years ago. When the war dog is let loose, it brings out the innate savagery in certain types of men, and they take the opportunity to gratify every whim under the guise of achieving their purpose. "Might is right" is the first axiom of this man-with-the-gun, towards the man who has not.

In the light of present events, it is abundantly clear that Claverhouse was simply the apotheosis of militarism in his own time.

Gilfillan takes a very moderate view of both sides of the Covenanting movement, and this re-issue in clear readable type, with illustrations, in a nice binding, is a worthy covering for an excellent volume.

War and the Trade Paper

THE FINANCIAL POST has been running a series of articles with the object of interesting the Dominion Government in taking more comprehensive steps for the securing of war contracts for Canadian firms. In a recent article *The Post* says: Within a week after war broke out, a meeting of trade paper editors was called in London and their views as experts on business were published in the British papers to reassure the nation as to the stability of business. The Board of Trade called in consultation some of the leading editors. Lloyd George asked Sir George Paish, the editor of *The Statist*, a weekly commercial and financial paper, for advice in the emergency and eventually insisted upon him giving his whole time, until the war should be over, to the service of the Government as technical financial adviser, and the splendid way in which Britain has met the emergency has been due to this trade paper editor more than to any other factor, as was pointed out by J. W. Flavell in an address a short time ago.

In the States, too, since the present emergency arose, the editors of the leading trade papers have been called to discuss conditions with the President and members of his Cabinet, but particularly with their Minister of Trade.

These class paper editors are the specialists in journalism. Their opinions are unbiased. They have no personal interests to serve. Their success depends upon how well they serve their readers as a whole. Any preference for any firm or clique would be fatal to the paper. They are constantly called upon by the courts for expert evidence in complicated cases. Occasionally they are consulted privately by judges desiring information to guide them in coming to a decision in business or technical cases. Of course these are mere incidents in the work of these journalists. Their chief object is to give the news of the particular trade or industry in which their readers are interested, news for which general, daily and weekly newspapers with their space crowded with war, crime, baseball or society news cannot afford space.

New Goods Described and Illustrated

THIS department of Bookseller and Stationer is especially valuable to dealers in that it keeps them posted regarding new items of merchandise introduced by manufacturers and jobbers. It is of distinct advantage to a stationer to be the first in his town to display any new and meritorious line. Therefore, every merchant should make it a point to keep in close touch with the information given in this department from month to month.

Florin, of New York, has just put out a new bill fold which is fitted with a calendar, a mirror, a good grade black rubber comb, and also an identification card. It is made with three card pockets beside pocket for bills. These bill folds are made of a fine grade of sheep skin in popular grains such as morocco, seal, lizard, alligator, plain or smooth, in black, brown and red.

"A Four Poster."

The "Monarch" loose-leaf ledger is a new production in the line of W. J. Gage & Co., Limited. It is made with rounded steel back, having 90 per cent. expansion and covers are mounted on steel hinges. The mechanism is four posts 5-16 inch diameter, insuring perfect alignment of the sheets. A flat key, which can be put on a chain or key ring, accompanies each book. The style of binding is best "Corduroy and Russet," finished with gold tooling.

Toy Delivery Vans.

The illustration presented herewith introduces a new idea in toy wagons. This



is an item in the line of the Illinois Metals Co., represented in Canada by L. G. Beebe. The reproduction of the name of the dealer on the side of the

van does not interfere with the sale of these items and the publicity thus given creates additional business.

A new clip holder has recently been placed on the market by the Boorum & Pease Loose-Leaf Book Co., which is meeting with quite favorable comment. It is called the auto-clip. The springs stay open and permit of the easy manipulation of sheets. These springs are



bound with the back cover, being closed with a slight pressure of the hand that grips the sheets firmly. There are seven styles of binding in all and 11 sizes of these books.

A recently introduced novelty which stationers will find a ready seller is a magnifying pocket mirror, circular in shape and measuring about two inches in diameter. These mirrors prove serviceable for the traveller, motorist or mechanic, as the magnifying properties enable one to readily discover cinders, dust or any foreign substance which may have lodged in the eye.

Two New Lines.

With the remarkable popularity of "Rum" or Kuhn-Kahn has come a rum board which adds to the facility and interest of playing the game. It is a product of the Monarch Manufacturing Co. of 416 South Franklin street, Chicago, who have appointed L. G. Beebe, of Toronto, as their Canadian sales representative. Another firm for which Mr. Beebe has become Canadian sales agent is the Natham M. Stone Co., of 607 W. 12th street, Chicago, who make framed pictures for popular selling.

A decided novelty in the stationery trade just brought out by Frank A. Weeks & Co., New York, is an inkwell made of glass spherical in shape, and

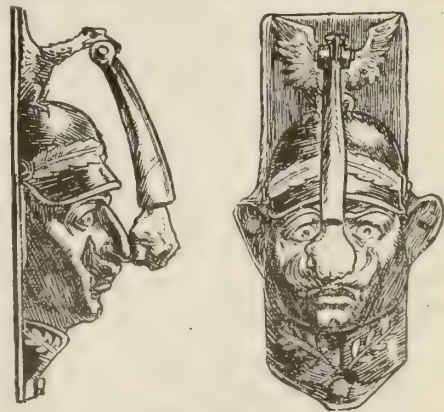
which, when the cover is on it, resembles a big soap bubble. It is about six inches in diameter and weighs five pounds. The suggestion is offered that it proves a successful business getter when displayed with other stationery in a window, using with it a sign or card with the following, or a similar inscription: "The Largest Inkwell In _____ (blank for name of town.)"

The distinguishing feature of the new Cliplox paper fastener is shown in the accompanying illustration. It not only fastens two or more sheets together, but locks them so that they will not come apart until this is desired and then it can be done easily without tearing the paper. Menzies & Co., have just added this to the

lines for which they have the Canadian sales agency.

A New Knocker.

Door knockers as a general rule are not sold in stationery and novelty stores, but sometimes the originality and timely interest of its design puts a usually prosaic article of merchandise in a class



A Kaiser Knocker.

by itself, makes it a suitable specialty for novelty dealers, and this applies to the door-knocker illustrated here, designed by Jonathan Bines, of Balham, London, England, who gives full permission for its adoption, provided that (1) the knocker be called the "Mailed Fist"; (2) half of the profits of its sale be given to the Prince of Wales' Fund; (3) the manufacturer takes all risks of Majestats-Beleidigung.

Get Ready Now for Spring Wall-paper Campaign

Trade Intelligence About This Most Profitable Branch of Mercantiling — High Standing of Canadian-made Papers — Something About the Kind of Paper That Will be in High Favor This Year.

NOTHING is more effective for the window display than wall-paper, but to obtain the best results the goods must be tastefully arranged with just a few striking designs at a time, and these should be changed twice a week. During the months of March, April and May, and again in the fall, the stationer should devote at least one-half of his window space to the display of wall-papers, and during the summer every other week at least should find one of his windows arranged with these goods.

Wall-paper responds quickly to judicious advertising. A snappy circular illustrated with wall-paper designs sent at the beginning of March and again a few weeks later to everyone in town and country who is likely to be interested in home decoration is sure to bring excellent results. Also the use of the town newspaper as a means of distributing advice as to where the best stock of wall-papers may be obtained, will be found very beneficial, especially if the advertisement is brightened by an appropriate cut, and changed every issue of the paper.

Within the store the shelves, of course, must be kept tidy and the stock carefully arranged, both for convenience and appearance. The sample books must be kept in good order, for nothing detracts more from the appearance of the patterns than a torn, ragged sample book.

The salesman should constantly study his stock. He should try for original effects and treatments so as to be able to interest his customers by showing them something different to what they are offered elsewhere, and by talking intelligently about his goods.

There is a general tendency toward a higher type of wall decorations, and it is necessary for the successful dealer to keep abreast of the times and the advancement of refinement. The stationer and bookseller especially is in a position to cater to what is known as the "better class" of trade, for his store is visited by those who delight in all that is refined and artistic.

The farmer's trade must not be neglected at this time, for he above all is in no way suffering from the effects of the war, and owing to his well-lined pocket-book should be in a position to paper a room or two at least, if the subject is broached to him in a convincing manner by means of circulars. The farmer's wife should not be forgotten

when the selection is being made, for she probably has more to do with the decoration of the home than he has.

As to the trend of fashions in wall-papers, small designs and fabric effects will sell as freely as ever. Chintz papers have gained quite a hold with a certain class, and can be had in many charming designs and colorings. These make exceedingly effective rooms, and it is a style of decoration which is admirably suited to the modern Canadian home. The introduction of the "Ready Cut" border, which comes cut out ready to hang was a notable advance, and this new feature met with very encouraging success. There is an evident effort to keep away from all gaudy or startling colorings, and bright colors when used are toned down by special embossing processes and over-veiling. The many beautiful plain effects that are now being introduced are forcing the plain oatmeal papers into the background, and their reign of popularity is passing away as it did with the plain ingrain papers some years ago.



High Quality of Canadian-made Papers

Dealers Should Acquaint Themselves With Salient Points of Manufacture so as to be Able to Enlighten Customers.

THERE may be certain types of wall coverings not produced by the Canadian factories or even larger ranges of patterns of certain grades, but in practical wall decorations the range of Canadian-made papers is extensive enough and the goods themselves sufficiently meritorious in quality, that they hold their own against the world. So, when a customer asks "are these imported papers?" the well-informed salesman will reply "No, Madam, these goods are made in Canada, which is a sure guarantee of their merit, and they are equal, if not superior to goods of the same class made anywhere."

An interesting treatise in connection with the apple as an article of diet appeared in a Toronto newspaper awhile back. It stated that there was no question but that the apple was quite as fine a fruit as the orange, with better food values and distinct advantages from a medicinal point of view in its

chemical actions on the organs of the body. Yet in spite of this favorable comparison, the orange is more highly regarded, and a larger price is paid for it because it comes from a distance, and for some unexplainable reason Canadians as a whole are in the habit of placing a higher value on things that come from outside their own country.

Now this very same idea exists in the minds of a large proportion of the Canadian race in regard to other things beside apples. Perhaps the Wall Paper industry does not suffer to the same extent as some other Canadian manufacturers, yet the peculiar prejudice against the home-made article affects the sale of this commodity to such a degree that the dealer is sometimes constrained, when foreign goods are asked for, to present Canadian Wall Papers to the consumer as of foreign make.

No doubt the cause of all this is the ignorance on the part of the general public of the high place that the Canadian Wall Paper manufacturer holds in the technical world. Certainly the retail merchant can do much to enlighten his customers by acquainting himself thoroughly with the salient points of manufacture, and by instructing his salespeople along these lines.



A BORDER-CUTTING DEVICE.

The installation of a mechanical device for cutting out borders in the Staunton factory accounts for a notable advance in this season's offerings as respects borders. In the past the difficulty as to cut out borders has been that many of the most beautiful of them were so hard to cut out. Scissors, jack-knives, glass-cutting tools, all failed to give perfect satisfaction. Then someone invented the electric perforator which did the work more quickly and with less labor, yet had a bad habit of playing out at the busiest moment, and the best of the work done by it was ragged and in the case of dark grounded papers sometimes objectionable.

The new process does not leave a rough, ragged edge which shows a white streak when hung in the case of grounds other than white. The pattern is stamped out, making a clean cut from the printed side of the paper, so when the border is hung there is no fear of the edge of the pattern showing a ragged streak against the hanging beneath.

Your Best Evidence of Good Sales

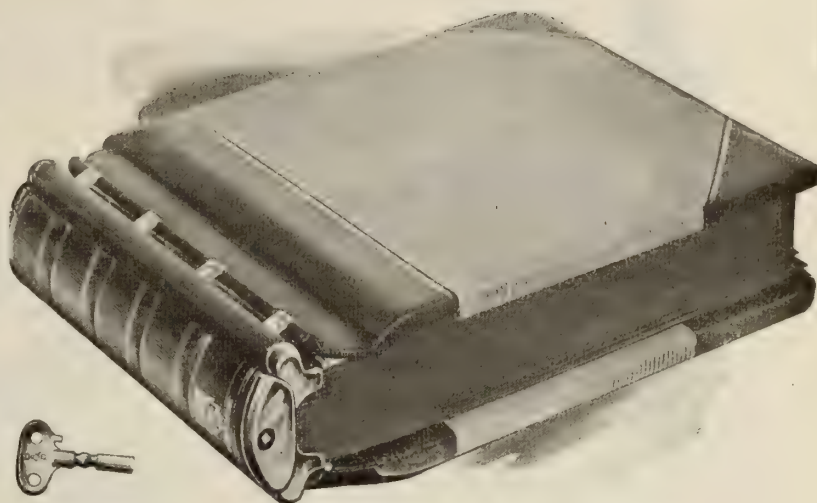
lies in the enthusiasm of the average user for B. & P. Steelback Ledgers.

B. & P. Steelback Ledger binders have the finest mechanism that brains can devise. Test this yourself. See how smoothly the Steelback expands or contracts. Note how firmly it grips the ledger sheets—how it stays locked—never works loose.

B. & P. Steelback Ledger Binders expand fully 100%—and open FLAT. The unsurpassed quality of the mechanism—finds its counterpart in the binding—the finest English pigskin and the best corduroy.

Your customer's enthusiasm, your enthusiastic co-operation, and continued good profits are sure to result from the B. & P. Steelback Line.

Write for free catalogue to-day, and get this popular, economical line in your store.



Boorum & Pease Loose Leaf Book Co.

Makers of "STANDARD" LOOSE LEAF DEVICES

MAIN OFFICE: Hudson Ave. and Front St., Brooklyn, N.Y.

FACTORIES: Brooklyn, N.Y.; St. Louis, Mo.

SALESROOMS: 109-111 Leonard St., New York. Republic Bldg., Chicago, Ill. 220 Devonshire St., Boston, Mass. 4000 Laclede Ave., St. Louis, Mo.

SHEET MUSIC AND MUSIC BOOKS OF THE BETTER CLASS

We are sole representatives in Canada of the leading English music publishers and carry a very complete stock of standard publications for educational and general use.

NEW SONGS, PIANO MUSIC, VIOLIN and ORGAN MUSIC, ANTHEMS and CHORUSES in great variety. Liberal discounts to the trade.

ANGLO-CANADIAN MUSIC PUBLISHERS ASSOCIATION, Ltd.

ASHDOWN'S MUSIC STORE

144 Victoria Street, TORONTO



PHYSICAL CULTURE

The Leading Publication of its kind.

Edited by John Brennan. On sale the 21st of each month from your News Company. Fully returnable within 60 days. Give it a display. Call your customers' attention to it and they will not want to be without it.

Advertising matter furnished on request.

PUBLISHED BY

PHYSICAL CULTURE PUBLISHING CO.

FLAT IRON BUILDING, NEW YORK

THE McKINLEY MUSIC CO., CHICAGO and NEW YORK

now offers to the dealer

The Greatest Money-Making Proposition

that has ever been obtainable in the history of the sheet music world, in the

ROOT POPULAR MUSIC ASSORTMENT and THE McKINLEY DEMONSTRATOR A HORNLESS TALKING MACHINE

Fearing the necessity of a singer and player you have always put off starting that sheet music department in your store; realizing the ensuing expense, in maintaining such a department up to the standard of your desire.

In the McKinley Demonstrator we have turned this former actual expense into a profit-maker. You arouse the interest of your prospective customers in three articles in one demonstration — Sheet Music, The McKinley Hornless Talking Machine and McKinley Velvet Records.

Assurance is given the dealer of the elimination of dead stock on his shelves, of any piece of The Root Popular Music Assortment, by our exchange offer.

The McKinley Edition of Ten Cent Music

will always hold first place as an Edition of Standard, Classic and Teaching Music.

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the Teacher, Student and the Accomplished Musician.

It has proved itself, to thousands of dealers to be the best foundation for a sheet music department.

Every copy of The McKinley Edition sold means a profit of over 200% to the dealer.

The McKinley Edition conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a "Trade Bringer" is the catalogues bearing the dealers' imprint which are supplied with both of these Editions. These catalogues will attract more customers to your store than any other medium you could employ.

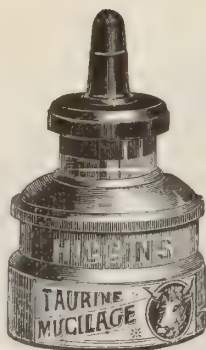
Write us for Samples and Particulars to-day.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House" in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET

HIGGINS' TAURINE MUCILAGE



THE demand for a clean, tenacious and pure mucilage, secure against the corrosive influences affecting the average product in this line, induced us to put upon the market Higgins' Taurine Mucilage. It avoids the defects of the cheap and nasty dextrine and the dear and dirty gum mucilages. It is stronger, catches quicker and dries more rapidly than any other mucilage, and is perfectly clear, clean, non-corrosive, non-sedimentary and pleasant to sight and scent.

It is put up in both bottles and safety shipping cans, and will be found not only convenient for use, but entirely satisfactory so far as its working qualities are concerned. It will please your trade.

HIGGINS' AMERICAN DRAWING INKS
BLACKS AND COLORS

The Standard Liquid Drawing Inks of the World

CHAS. M. HIGGINS & CO., Manufacturers
NEW YORK CHICAGO LONDON
Main Office and Factory, BROOKLYN, N.Y., U.S.A.



SPRING, 1915

Your customers would much prefer buying

MADE-IN-CANADA WALL PAPERS

as they not only get better value by doing so, but also retain their money at home.

So before Spring starts, see that your shelves are well stocked with the ever-popular



**STAUNTON
SUPERIOR
WALL PAPERS**



Drop us a line and we will be pleased to make arrangements for you to see our samples.

Note:—One of our leading specialties is Staunton Ready-Cut Borders, which come cut out ready to hang.

STAUNTONS LIMITED

Wall Paper Manufacturers

933 Yonge St.

TORONTO



TWO LEADERS

SHAMROCK Lead Pencils

The Best Value Five Cent Pencil
on the Market

Hexagon—Green Polished—Gilt Ferrule
with Green Rubber. Stocked in HB,
H and BB Degrees. Packed $\frac{1}{2}$ Gross
to Box.

KEYSTONE Lead Pencils

An Excellent Ten Cent, High Grade
Pencil of Guaranteed Quality

Hexagon—Green Polished—Boxed in
Dozens. Stocked in following Degrees:
HB, F, H, 2H, 3H, 4H, 6H, B, 2B, 3B.

Include some of these with your next order.

SAMPLES ON APPLICATION.

**SMITH, DAVIDSON & WRIGHT
LIMITED**

Wholesale Stationers and Paper Dealers
VANCOUVER, B.C.

VERDIER

..... LIMITED

Printers & Publishers of

CHRISTMAS CARDS

◆◆ CALENDARS ◆◆

EASTER & BIRTHDAY CARDS

MENU & NAME CARDS

DANCE LISTS & PARTY INVITES

SACHET GREETING NOVELTIES

PRIVATE GREETING CARDS

British
Manufacture

TRADE
MARK

Speciality: Floral Colour Gravure Cards
DAINTILY PERFUMED
BLANKS & PRINTING FOR PUBLISHING TRADE
in exclusive processes

All enquiries direct to **VERDIER LTD.**
18 CHRISTOPHER STREET LONDON E.C.

The Pens with the Smoothest Gold Nib

THE SWAN FOUNTAIN PEN



Recognized the world over as the Standard Fountain Pen, bringing profitable business to thousands of Retailers. Made in a variety of points in all sizes to suit every hand and shows a good profit. Write for terms and catalogue.

MABIE, TODD & COMPANY

The Makers

243 College St.
LONDON PARIS

BRUSSELS

NEW YORK

Toronto
CHICAGO

TOY PROFIT

There is good profit in a line of Toys—besides, it attracts the family trade and that is the kind that pays.

Successful toymen keep posted on trade happenings, new articles, new ideas of salesmanship and window dressing, where to buy stock, etc.

“PLAYTHINGS”

each month has all the news of the toy trade. Subscription price ONE DOLLAR AND FIFTY CENTS a year postpaid.

Subscribe now and join those who are keeping up-to-date and in the swim.

A sample copy free if requested.

McCready Publishing Co.

118 East 28th Street

New York



THE NATIONAL LINE

HOTEL REGISTER.

Money, Jewels and other Valuable Packages must be placed in the Safe in the Office, otherwise the Hotel will not be responsible for any loss.

DATE	NAME	RESIDENCE	ROOM	TIME OF ARRIVAL	TIME OF DEPARTURE
	<i>Hotel Register</i>				

NATIONAL HOTEL REGISTER

WE make fourteen different sizes of these registers, ranging from 40 pages up to 500. Some are plainly bound; others are fine enough to grace any hostelry.

“NATIONALIZE” YOUR LINE

YOU will find it much more profitable, much more convenient and much more satisfactory to your trade to carry a complete line of National Loose Leaf and Bound Blank Books. All the requirements of blank book users are not only supplied but actually anticipated in the National Line. Drop the “57 different” brands and Nationalize your stock.

FOR HIGH-CLASS PRODUCTS, RIGHT PRICES AND PROMPT SHIPMENTS, ORDER FROM THE

NATIONAL BLANK BOOK CO.

HOLYOKE, MASS., U.S.A.



Highest Class
Wood Photo Frames
 Made from All-wood
 Mouldings
 Beautifully Inlaid

Messrs. Edward Mortimer

LIMITED
HALIFAX, ENGLAND

London Show Rooms, 34 Paternoster Row, London, E.C.

New Designs for 1915.
 Order the
\$10 Sample Box of Frames
NOW

WE MANUFACTURE **POST CARD ALBUMS and AUTOGRAPH BOOKS**

WRITE FOR OUR ILLUSTRATED CATALOGUE
 QUOTING PRICES DELIVERED DUTY PAID

DOW & LESTER

Foresters Hall Place, Clerkenwell Rd., London, E.C., Eng.

POSTER STAMPS

The most convenient way of collecting poster art. We have a few copies of the "Poster Pack" containing many beautiful and rare specimens. 15 cents postpaid.

STANDARD PUBLICITY SERVICE, 722 Perry Bldg., Philadelphia, Pa.
 Producers of Poster Stamps

PATENTED.



Made in two sizes: large size 5 in. high by 8 1/2 in. long; small size, 3 1/2 inches high by 6 in. long.

UPTODATE Calendar

A pronounced improvement over any other desk calendar. A red line mechanically cancels past dates. Can be used from year to year and has found ready sale wherever displayed. Made in genuine leather, quartered oak, and solid mahogany.

Write for price-list and particulars.

IDEAL SPECIALTIES MAN'G CORP.

552 PEARL STREET

NEW YORK, U.S.A.

Superior Paper Fasteners

Appropriately named. The improved fastener has been accepted as superior to all others.

Double prongs prevent paper twisting. Prong houses protect fingers.

Actual Size



Send for samples and prices.

"BUY FROM HOME"



Gilt and Burnished Brass Photo Frames, guaranteed untarnishable.

Call or Write for Samples

Actual Manufacturers:

Perry, Bevan & Co., Ltd.
 Regent Parade
 BIRMINGHAM ENGLAND



Registered

Before buying a fresh stock of pens, get samples and prices of the famous

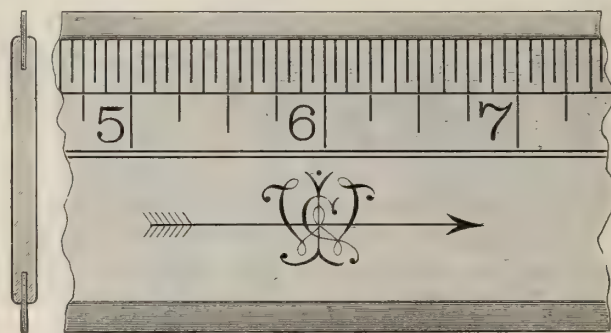
"Rob Roy" Pen

the popular and quick-selling pen.

It is made of fine steel, writes easily and smoothly and suits almost any hand. "Rob Roy" Pens are made in one of the best equipped factories in Birmingham, Eng.—the home of the pen-making industry.

Manufactured by the proprietors:

Hinks, Wells & Co., Birmingham, Eng.



No. 1733 Transparent Edges. See our Catalogue No. 42.

WESTCOTT-JEWELL CO., SENECA FALLS, N.Y., U.S.A.



TOYS

Manufactured by **THE WILKINS TOY CO.**
 KEENE, N.H., U.S.A.

Represented by

RIEMANN, SEABREY CO., 11-15 Union Square W., New York

IF YOU WANT SOMETHING AND DON'T KNOW WHERE TO GET IT—WRITE US—WE'LL TELL YOU.

BOOKSELLER AND STATIONER
 Special Service Department

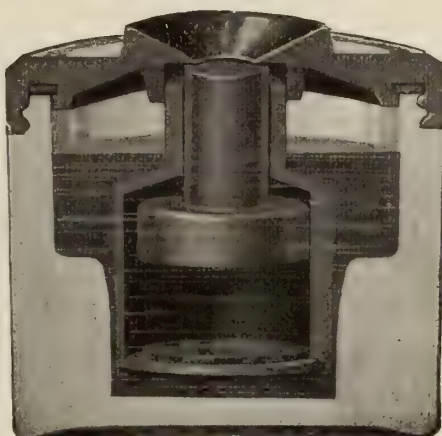
Here's an Ink Well with a Conscience

Saves 75% of Ink Bills
Saves 50% of Pen Bills

No more conscientious economizer in the business office or home. The Sengbusch Self-Closing Inkstand permits the pen to take up only the amount of ink required; closed absolutely air-tight and dust-proof after every drop; keeps ink fresh and clean.

Sells Quickly on Demonstration

Just point out some of the Sengbusch advantages to your cus-



tomers. Point out its great utility, its durability, its perfect cleanliness, its remarkable economy. Other dealers find a simple demonstration is all that is required to open up lively sales in their locality. And the good profit they afford makes it well worth while pushing them vigorously. Write for dealer helps, and Canadian catalogue bearing your own imprint. Gratis to every agency. Write to-day.

The Sengbusch Self-Closing Inkstand Co.

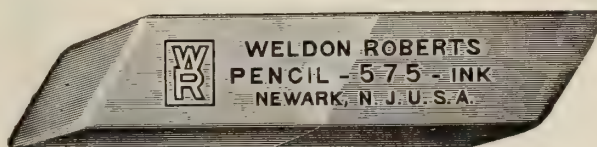
300 Stroh Building, Milwaukee, Wis.

WELDON ROBERTS RUBBER ERASERS

The name WELDON ROBERTS on rubber erasers is the Mark and Guarantee of the *finest quality*.

There is no pigment stain left on the paper after using the W R Red or Green erasers.

The W R Brush (detachable) Circular Eraser 995B is most popular with all typewriter operators.



Improved style Ink-Pencil Eraser.

WELDON ROBERTS RUBBER CO.

WORKS: NEWARK, N.J., U.S.A.

Makers of the finest quality erasers in all styles.

Stafford's Inks

**Mucilages and Paste
are Made in Canada**

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S.S. Stafford's Inks

BUSINESS LOGIC!

ADVERTISING is intended to stimulate trade; to establish a connection for the advertiser and make his name well known; to standardize his product and educate the public to an appreciation of its advantages.

¶ If advertising is useful in times of peace, should it not be just as helpful in times of war?

¶ Should not the connection established during a period of commercial prosperity be maintained, even strengthened, until prosperity returns?

¶ Should not the process of familiarizing and educating go on?

¶ If not, why not?

¶ Changes are taking place in the industrial life of Canada. New businesses are coming into existence, some encouraged by the unusual conditions—others undaunted by them. New markets are being opened up. The industrial map of Canada, like the geographical map of Europe, is changing.

¶ The persistent advertiser will keep in touch with his old friends and meet the newcomers. During times of war he will get his share of business and when the war is over his prestige will have been strengthened and his connection enlarged. He will have lost nothing and gained much.

5,000 FACTS ABOUT CANADA

THE WAR-YEAR EDITION FOR 1915

is now out, revised up to the minute, with a chapter of "War Facts" and new sketch maps. The best yet.

Compiled by Frank Yeigh

Newsdealers should stock up without delay from their News Company.

An effective display will mean a satisfactory sale. We will supply you with material on application.

Canadian Facts Pub. Co.

588 Huron Street TORONTO, CANADA

Want to Increase Your Ink Profits?

Then instruct your clerks to tell your customers that the 10c ink bottle is the smallest economical size to buy. A little attention to this matter will result in greater gross sales for you.

Try this plan with

CARTER'S Writing Fluid

the reliable blue-black standard office ink.



No. 18. 4 oz. Square

Change the unit purchase of ink from a nickel to a dime and your profits rise rapidly.

The Carter's Ink Co.

356 St. Antoine St. MONTREAL



Made in America by
The Oldest Lead Pencil Factory in America

WHEN we announce that the "Van Dyke" is the Best pencil we have produced, every stationer knows that it must be one of exceptional merit.

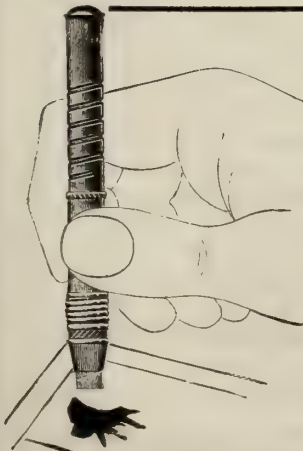
Fifty years of experience, coupled with the best efforts of our chemical laboratory in the conduct of varied and prolonged experiments to provide what is essential in a lead we would call "our best," have resulted in the "Van Dyke."

Absolute smoothness, an unvarying texture and a wear-resisting durability—elements so necessary in the ideal drawing lead, have been developed to an unusual extent, and the "Van Dyke" will more than satisfy the most critical of professional and technical users.

No. 600 "Van Dyke" is Hexagon Shape, Yellow Polish, with lead in the following degrees: 6B, 5B, 4B, 3B, 2B, B, HB, F, H, 2H, 3H, 4H, 5H, 6H, 7H. Quality and Accuracy of Degree of Lead Guaranteed.

We shall be glad to submit samples and interesting prices to the trade upon request.

EBERHARD FABER - - - NEW YORK



Magic Ink Eraser

TEN DOLLARS PER GROSS

Removes a blot, a letter, or a line like magic.

The brush is exactly the same as those in the 50 cent erasers. And, after all, it's the brush **\$10.00** that does the work! Per Gross.

STRANSKY MFG. CO.
Incorporated

22 Warren Street, New York

Hold the line

(Registered.)



Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

Supplied by all the leading wholesale houses in Toronto and Montreal.

London (Eng.)
Export Agency,
8 St. Bride St.,
LONDON, E.C.

BUYERS' GUIDE

The Topaz Pencil

As good as any at any price.
Better than any at the same price.

**HB, H, with rubber tips,
HB, H, 2H, 3H, 4H, B, 2B**
without rubbers.

INDELIBLE COPYING
Medium and Hard.

Write for Samples to

Warwick Bros. & Rutter, Limited
Wholesale Stationers, TORONTO.

PAYSON'S INDELIBLE INK



Trade supplied by all Leading Wholesale
Drug Houses in the Dominion.

Received Highest Award Medal and Diploma
at Centennial, Philadelphia, 1876; World's Fair,
Chicago, 1893, and Province of Quebec Exposi-
tion, Montreal, 1897

YOUR AD. HERE

WOULD BE READ

BY OVER 80% OF

CANADA'S BOOK-

SELLERS AND

STATIONERS.

ART SUPPLIES.

Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.

BLOTTING PAPERS.

The Albemarle Paper Co., Richmond, Va.
John Dickinson & Co., Montreal.
Dawson & Sons, W. V., Montreal.

BLANK BOOKS.

Boorum & Pease Co., Brooklyn, N.Y.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto,
Winnipeg.
National Blank Book Co., Holyoke, Mass.
The Copp, Clark Co., Toronto.
W. J. Gage & Co., Toronto.
Warwick Bros. & Rutter, Toronto.

CHRISTMAS AND PICTURE POST CARDS.

Dow & Lester, Foresters Hall Place, Clerken-
well Rd., London, E.C.
Alfred Guggenheim, 529 Broadway, N.Y.
Birn Bros., 266 King St. W., Toronto.
Menzies & Co., Toronto.
Packard Bros., 329 Craig St. W., Montreal, Que.
Valentine & Sons, Toronto and Montreal.
T. J. Wright & Sons, Ltd., Blackhorse Lane,
Walthamstow, London.
Samuel A. C. Todd, 26 Bothwell St., Glasgow,
Scotland
Raphael Tuck & Sons Co., Ltd., 9 St. Antoine
Street, Montreal.

CODE BOOKS.

The American Code Co., 83 Nassau St., New
York.

CRAYONS.

American Crayon Co., Sandusky, Ohio.
Binney & Smith, New York.

EMBOSSING.

Standard Embossing Co., 36-38 Lombard St.,
Toronto

ENVELOPES.

Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Limited, Montreal, Toronto,
Winnipeg.
W. J. Gage & Co., Toronto.
Warwick Bros. & Rutter, Toronto.

FANCY PAPERS, TISSUES AND BOXES.

Dennison Mfg. Co., Boston.
Menzies & Co., Toronto.
A. R. MacDougall & Co., 266 King St. W.,
Toronto.

FOUNTAIN PENS.

Arthur A. Waterman Co., Ltd., New York.
Mabie, Todd & Co., Toronto.
Sanford & Bennett Co., 51-53 Maiden Lane,
New York.
A. R. MacDougall & Co., 266 King St. W.,
Toronto.
Paul E. Wirt Co., Brown Bros., Ltd., Toronto,
Canadian Agents.

INKS, MUCILAGE AND GUMS.

Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.
W. V. Dawson, Limited, Montreal, Toronto,
Winnipeg.
Stephens' Inks, Montreal.
S. S. Stafford Co., Toronto.
"Gloy," A. R. MacDougall & Co., 266 King
St. W., Toronto.
"Glucine," Menzies & Co., Limited, 439 King
St. W., Toronto.

THE FAULTLESS LINE OF LOOSE LEAF METALS

Most complete line of Ledger, Sectional
Post, Solid Post and other Loose Leaf
Metals.

On request to-day our Catalog GC and
special proposition.

STATIONERS LOOSE LEAF CO.

342 Broadway - Milwaukee, Wis.
203 Broadway - New York City

WANTED

Any of the original editions of the
Jesuit Relations.

ROBERT H. DODD

443 Fourth Ave. New York City

Standard Commercial Works

**CANADIAN CUSTOMS TARIFF
HAND BOOK.** Enlarged and revised
to date.Price, \$1.00

MATTE'S INTEREST TABLES at 4
to 10 per cent.Price, \$3.00

MATTE'S INTEREST TABLES at 3
per cent.Price, \$3.00

HUGHES' INTEREST TABLES and
book of days combined, at 3 to 8 per
cent.Price, \$5.00

**HUGHES' SUPPLEMENTARY IN-
TEREST TABLES**Price, \$2.00

HUGHES' INTEREST TABLES at 6
and 7 per cent., on folded card,
Price, \$1.00

**HUGHES' SAVINGS BANK INTER-
EST TABLES**, at 3 or 3½ per cent.,
each on separate card.Price, \$1.00

**BUCHAN'S STERLING EXCHANGE
TABLES**Price, \$4.00

**BUCHAN'S STERLING EQUIVA-
LENTS AND EXCHANGE TABLES.**
Price, \$4.00

BUCHAN'S PAR OF EXCHANGE
(Canadian) Mounted on card. Price, 35c

**THE IMPORTER'S STERLING AD-
VANCE TABLES.** From 5 to 100 per
cent. advancePrice, \$2.00

IMPORT COSTS. A new Advance
TablePrice, \$1.50

THE IMPORTER'S GUIDE. Advance
TablesPrice, 75c.

A complete catalogue of all the above pub-
lications sent free upon application.

Morton, Phillips & Co.

PUBLISHERS

115 Notre Dame St. West MONTREAL

N.B.—The BROWN BROS., Ltd., Toronto, carry
a full line of our publications.

BUYERS' GUIDE

INDELIBLE INK.

Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.
H. C. Stephens, London, Eng.

INKSTANDS.

The Sengbusch Co., Milwaukee.

LEAD AND COPYING PENCILS.

American Pencil Co., New York.
A. R. McDougall & Co., 266 King St. W., Toronto.

LOOSE LEAF BOOKS, BINDERS AND HOLDERS.

The Brown Bros., Ltd., Toronto.
Boorum & Pease Co., Brooklyn.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Copp, Clark Co., Toronto.
National Blank Book Co., Holyoke, Mass.
Smith, Davidson & Wright, Ltd., Vancouver.
Samuel C. Tatum Co., Cincinnati.
W. J. Gage & Co., Toronto.
Warwick Bros. & Rutter, Toronto.

LEATHER AND FANCY GOODS.

Brown Bros., Ltd., Toronto.
Warwick Bros. & Rutter, Toronto.

MAP PUBLISHERS.

Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

NEWS COMPANIES.

Imperial News Co., Montreal, Toronto, Winnipeg.
Toronto News Co.
Montreal News Co.
Winnipeg News Co.

PAPER FASTENERS.

Ideal Specialties Mfg. Corp., 552 Pearl St. New York City.



When Considering School Supplies

write us for prices on

**Paints, Paint Boxes,
Brushes and Gen-
eral Artists' Sup-
plies.**

Artists' Supply Co., Agents for European
Manufacturers
77 York St., Toronto, Can.

Prompt, Economic and Efficient Service as Agent Offered to Canadian Booksellers and Publishers by

HENRY GEORGE

16-20 Farringdon Ave., Farringdon Street, London, Eng.

Pick-up orders carefully attended to. Books or Periodicals by mail or case.

WRITE FOR TERMS.

PAPETERIES AND WRITING PAPERS.

W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Warwick Bros. & Rutter, King St. and Spadina Avenue, Manufacturing Stationers, Toronto.
The Brown Bros., Ltd., Toronto.
W. J. Gage & Co., Ltd., Manufacturing Stationers, Toronto.
The Copp, Clark Co., Toronto.
Buntin, Gillies & Co., Hamilton.
Eaton, Crane & Pike, Pittsfield, Mass.
A. R. MacDougall & Co., 266 King St. W., Toronto.

PHOTO MAILERS.

Thompson & Norris, Brooklyn, N.Y.

PLAYING CARDS.

Goodall's English Playing Cards, A. O. Hurst, Scott St., Toronto.
Consolidated Lithographing and Mfg. Co., Ltd., Montreal.
U. S. Playing Card Co., Cincinnati, O.

PICTURE FRAMES.

Matthews Bros., Ltd., 788 Dundas St., Toronto.

PICTURE POST CARDS.

Dow & Lester, Foresters Hall Place, Clerkewell Rd., London, E.C.
Gilbert Post Card Co., 54 W. Lake St., Chicago.
Birn Bros., 266 King St. W., Toronto.
Valentine & Sons Publishing Co., Montreal.
T. J. Wright & Sons, Ltd., Blackhorse Lane, Walthamstow, London.
Raphael Tuck & Sons, Ltd., 9 St. Antoine St., Montreal.

SHEET MUSIC.

Anglo-Canadian Music Pub. Assn., 144 Victoria St., Toronto.
McKinley Music Co., 1501-15 East Fifty-Fifth St., Chicago.

STATIONERS' SUNDRIES.

Brown Bros., Ltd., Wholesale Stationers, Toronto.
The Copp, Clark Co., Wholesale Stationers, Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
W. J. Gage & Co., Wholesale Stationers, Toronto.
Warwick Bros. & Rutter, Wholesale Stationers, Toronto.
A. R. MacDougall & Co., 266 King St. W., Toronto.
Buntin, Gillies & Co., Hamilton.

STORE FIXTURES.

Oscar Onken Co., 262 Fourth Ave., Cincinnati, Ohio.

STEEL WRITING PENS.

John Heath, 8 St. Bride St., E.C., London.
Hinks, Wells & Co., Birmingham, Eng.
Spencerian Pen Co., New York.
Esterbrook Pen Co., Brown Bros., Ltd., Toronto, Canadian Representatives.
A. R. MacDougall & Co., 266 King St. W., Toronto.

STENCIL BOARDS.

The M. J. O'Malley Co., Springfield, Mass.

TALLY CARDS, DANCE PROGRAMMES.

The Chas H. Elliott Co., North Philadelphia, Pa.
The Drysdale Co., Chicago.
Verdier, Ltd., 18 Christopher St., London, E.C.
Warwick Bros. & Rutter, Toronto.

TYPEWRITER RIBBONS AND CARBONS.

Peerless Carbon Co., Toronto.
Mittag & Volger, Park Ridge, N.J.
The A. S. Hustwit Co., Toronto.
J. A. Heale & Co., 96 John St., New York, N.Y.

TOYS.

Faudels, Limited, Newgate St., London, Eng.

TOY MARBLES.

The M. F. Christensen & Son Co., Akron, Ohio.
Akro Agate Co., Clarksburg, West Va., U.S.A.

WALL PAPERS.

Mauntons, Ltd., Toronto.

STANDARD COMMERCIAL PUBLICATIONS.

Morton, Phillips & Co., Montreal.

When writing to
advertisers kindly
mention this paper

CARBON PAPERS AND TYPEWRITER RIBBONS

Manufacturers of the highest quality.

It will pay you to give your customers the best.

J. A. HEALE & CO.

96 JOHN STREET NEW YORK

SPECIAL OFFER

Real Photographic View-Cards of your town, glossy or dull finish, sepia or black, at \$1.50 per hundred. All we need is a picture or card. Negatives 25c. Free when six or more views are taken.

Alfred Guggenheim & Co.

529-533 Broadway, New York

Condensed Advertisements

MISCELLANEOUS.

BOOKS—ALL OUT OF PRINT BOOKS SUPPLIED no matter on what subject. Write us. We can get you any book ever published. Please state wants. When in England call and see our 50,000 rare books. Baker's Great Book shop, 14-16 John Bright Street, Birmingham, England.

ROBERT H. DODD, FOURTH AVE. AND 30th St., N. Y. City. Dealer in rare books, autograph letters, manuscripts. Correspondence invited. (tf)

CROWLEY, THE MAGAZINE MAN, INC., 3291 3rd Ave., N.Y. City. Wholesale only. Price book on request.

FOR SALE—BOOK, STATIONERY, CHINA and fancy goods business in best city in Western Ontario, established over fifty years, store can be leased to desirable tenant, good reasons for selling. Those interested write for particulars to Box 328, Bookseller and Stationer, Toronto.

A MULTIPLEX DISPLAY FIXTURE with 10 wings, 4 ft. x 7 ft. each. It increases 28 sq. ft. of wall space to 532 sq. ft. Suitable for displaying and selling sheet pictures, framed pictures, magazines, etc. The fixture can be easily attached to any wall. Cost new \$120.00. Will sell for \$60.00. Obligated to sell, owing to alterations in store. Dominion Photo Supply Co., Ltd., 294 Yonge St., Toronto.

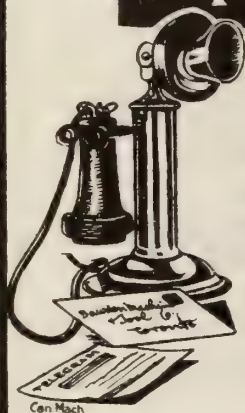
HOTEL DIRECTORY.

HALIFAX HOTEL
HALIFAX, N.S.

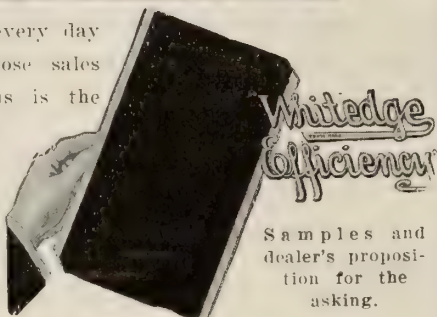
ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto St. 52 Can. Life Bldg.
Toronto Montreal

'Phone, Wire or Mail



Your order, for every day you delay you lose sales and profits. This is the carbon paper the stenographers prefer to use, because of its all-round merit. Good margin of profit for dealers.



Made only by the H. M. STORMS CO., New York.
Canadian Distributors,
THE A. S. HUSTWITT CO., 44 Adelaide St. E., Toronto.



"Select"
Christmas Cards
have a reputation
for Originality and
Excellence in Style
and Value.

SAMUEL A. C. TODD,
Publisher,
26 BOTHWELL STREET,
GLASGOW, SCOTLAND.

TELEGRAMS: "VULETIDE, GLASGOW."

A want ad. in this paper will
bring replies from all
parts of Canada.

The Original Optimist

ROBINSON CRUSOE was the Original Optimist. Times looked bad for Robinson—couldn't have looked much worse. But he didn't say "What's the Use"; didn't lie down, whimper, kick, and growl at destiny.

No, Crusoe used his *head*; he *thought*—then he thought some more—real serious line of thinking. Just what to do was the puzzle Crusoe was solving. Finally it came to him in a flash—"I have it," said Robinson,—"I'll advertise."

A thousand miles from nowhere—a possible buyer coming within reading distance of his ad every few years—that was Robinson's outlook. It was hard times,—business depression, a stringent money market,—also what Sherman said about war.

But Crusoe, as before mentioned, was an Optimist, also a believer in persistent advertising.

He wanted a ship—how would he get it? Answer—"Advertise." And he did—flung a shirt from the top of a pole.

The first advertisement brought no returns.

But Crusoe wasn't discouraged. He changed the "copy" — put up another shirt. Yes, times were hard—awful hard; but Crusoe won out—he got his ship—and he did it by *persistent advertising*.

Crusoe was the original Optimist.



Let Us Work
Together for
Bigger Business
in 1915

Our Proposition Cannot Be Bettered

*It stands out prominently from among the
chaos of cheap prices and poor quality.*

First:—Our Standard Catalogued Goods.

Second:—A large Line of Specials Adapted to
Every Emergency.

"Our Line"

TYPEWRITER RIBBONS AND CARBON PAPERS
LEADS ALL COMPETITION.

MITTAG & VOLGER, Inc.

Principal Office and Factories: PARK RIDGE, N.J., U.S.A.

BRANCHES:

New York, N.Y., 261 Broadway Chicago, Ill., 205 W. Monroe St. London, 7 and 8 Dyers Bldg., Holborn, E.C.

AGENCIES In every part of the world; in every city of prominence.



Patriotic Post Cards, Games and Children's Books

ARE THE IDEAL TRADE STIMULANTS FOR EVERY DEALER TO-DAY

Ours are *BRITISH MAKE* and the Best that can be had

Post Card Series "With Our Soldiers at the Front,"
"The British Navy," "Our Generals
and Admirals," and many more appropriate designs.

Games "Catch the Kaiser," "On to Berlin," "Who Killed the
Kaiser," "Allied Soldiers," etc.

5 cent Children's Books "With the Artillery," "Our
Army," "British Navy,"
"The Life Guards," etc., etc.

Large selection of Valentine Day, St. Patrick
and Easter Cards now ready for delivery.

Comics, Studies and Local
View Post Cards as before.

The Valentine & Sons United Publishing Co., Limited

444 St. Paul St., MONTREAL

Also at Toronto, Winnipeg and Vancouver



Import Samples for Christmas 1915

will be shown by our travellers during the next few weeks. There are new features which will interest you. The line is bigger and better, we believe, than ever, embodying our line of fine Stationery "Made in Canada"; also the latest ideas in British and American-made goods. It will pay you to see it before ordering Papeteries, Greeting Cards, Post Cards, Enclosure Cards, Tags, Labels, Seals, Stamps, Calendars, Calendar Pads, Etc.

Watch for this
Trade-Mark



The Most Popular Low-Priced Stationery "Made in Canada"

Pure white, linen-finished stock, carried in four popular sizes and supplied in note paper, envelopes, papeteries and tablets. The distinctive packing of Dutch Fabrik will brighten your stock.

LOOK FOR THE WATERMARK



BOOKSELLER & STATIONER

AND

OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty years the recognized authority for those interests.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 143-153 University Ave. WINNIPEG, 34 Royal Bank Bldg. LONDON, ENG., 88 Fleet St., E.C.

VOL. XXXI.

PUBLICATION OFFICE: TORONTO, MARCH, 1915

No. 3

The Quality Pens With the Popular Prices

Sanford & Bennett Fountain Pens are the product of a single idea — to make pens of the highest possible quality and sell them at the lowest possible price.

To carry out this policy—we see that the barrels are turned from pure, solid stock, Para rubber—that the pens are made of 14 kt. gold, tipped with the hardest Russian iridium. The work is done by experts whose long experience enables them to put finish and service into every pen they make.

No other pens embody as many exclusive improvements as

Sanford & Bennett Fountain Pens

They are known for their simplicity of construction, their uniform feed, durability and ease of operation.

The Autopen is a self-filler that can be filled anywhere that it can be dipped into ink. The mechanism is hidden when not in use.

The Commercial Safety can be carried in any pocket in any position, without leaking or sweating.

These pens sell for less than any other first-class pens—and they leave a good profit for you.

Your name imprinted on barrel of pen, or on box, if you wish. Write for prices and discounts.

Commercial
Safety
Ready to write
and sectional
view.

SANFORD & BENNETT CO.

51-53 Maiden Lane, New York

Ready to write
and
ready to fill
Autopen

Just Ring Up the Sale

Besides the trade-increasing and customer-producing value, you will be surprised at the small amount of time required for the sale of a Magazine or Periodical.

All that is necessary is to display them in a prominent part of the store—your customers will make their own selection—hand you the money and seldom ever request you to even wrap them up.

Time savers like

Magazines and Periodicals

especially where there is a good profit and no chance of loss, insure dividends at the end of the year.

Why not let us send you full information how to start a profit-paying Magazine and Periodical Department? It places you under no obligation, and we will take pleasure in sending you facts and figures. Tear off, sign and mail us the Coupon to-day.

**THE AMERICAN NEWS
COMPANY**

9 to 15 Park Place, NEW YORK CITY

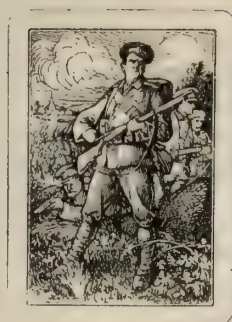
THE AMERICAN NEWS COMPANY
NEW YORK

Please send me Price List and full Particulars in regard to installing a Profit-paying News Department.

Name

Address

P. O. No.



Goodall's English Playing Cards

IMPERIAL CLUBS

COLONIALS

SOCIETY

SALON

New Series of Patriotic Playing Cards in many beautiful designs are now the big sellers, also several catchy souvenir lines for the tourist trade in addition to many new designs in Society and Salon in the ever popular Goodall line of English Playing Cards.

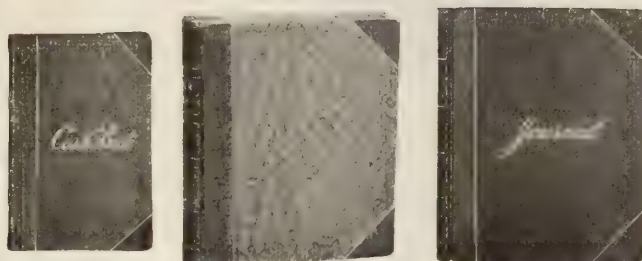
Order Through Your Jobber.

AUBREY O. HURST, Foy Building, Front St. West, Toronto



MADE IN CANADA

UP-TO-DATE AND HEADQUARTERS FOR
ACCOUNT BOOKS



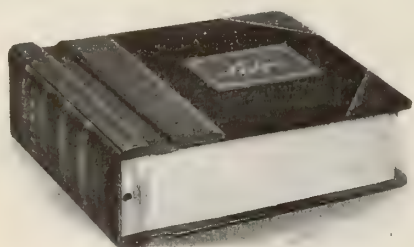
We manufacture and aim to have the largest and most complete stock of

BLANK BOOKS

of every description and size.

MEMORANDUM BOOKS

Noted for their wonderful MAKE and VARIETY.



LOOSE-LEAF LEDGERS and BINDERS

SHEETS and SPECIALTIES

Our loose-leaf books, unexcelled, stand without a peer. SPECIAL PATTERNS MADE TO ORDER.

DAILY OFFICE JOURNALS

and CANADIAN POCKET DIARIES now preparing for next publication.

ESTABLISHED 70 YEARS IN TORONTO

BROWN BROS., LIMITED
SIMCOE AND PEARL STREETS, TORONTO

*A new line
for the
Canadian
Trade.*

"Great & good"

The PHOTOCHROM CO. LTD. (London, England) SPECIALIZE IN THE PRODUCTION OF HIGH GRADE PICTORIAL POST CARDS, ILLUSTRATED BLOTTERS, SOUVENIR LETTER CARDS, AUTOGRAPH CARDS, UNMOUNTED PRINTS FOR GENERAL TRADE, ——— AND ALL BRANCHES OF PICTORIAL NOVELTY MANUFACTURE.

AN ELEGANT RANGE OF SUBJECTS TO WHICH NEW DESIGNS ARE ADDED WEEKLY.

OFFICES: 7, 8, 9, 10, OLD BAILEY,
LONDON, ENGLAND.
WORKS & STUDIOS:
TUNBRIDGE WELLS, KENT.
F. MELVILLE LAMBERT,
MANAGING DIRECTOR

SEND YOUR NAME OVER AND WE WILL GLADLY FURNISH YOU FURTHER DETAILS, OR FOR A DOLLAR BILL WILL SEND YOU A COLLECTION OF 100 OF OUR LATEST DESIGNS IN THE BEST TYPE OF FANCY POST CARD PRODUCTION.



Sell
British-Made
Greeting Cards

ALWAYS PROFITABLE

BIRN BROS.'

ART PRODUCTIONS

One of our travelers is now on his way to your city to show you this great holiday line.



WAIT FOR HIM!

GEM SERIES HAND-STAMPED CHRISTMAS BOOKLETS.

To retail at 5c, 10c, 15c, 20c and 25c, with die-stamped inserts—a wide range of designs to suit all tastes. This particular series includes novelties such as engagement calendars and blotters, also an immense variety of designs eminently suitable for Personal Greeting Cards, for which purpose they are supplied with blank inserts. This means Extra Business and More Profit for the Dealer.

DOMINION SERIES.

A large variety of new Canadian photographs featuring patriotic sentiments, good even if the war ends this year. A magnificent collection of Booklets, Letters, Calendars and Postcards. This series may be ordered with blank inserts, providing the most profitable method of handling the Private Greeting Card business.

HERALDIC SERIES.

New designs introducing the shields of the different provinces, the Dominion Coat-of-Arms and those of some of the chief cities. The birch bark effect introduced in many of these cards is a perfect imitation. This series includes Boxed Letters, which may be localized, using the shield of any province and the name of any town.

They set the standard for the Greeting Card Trade from Halifax to Vancouver.



**ENTIRELY
BRITISH
MADE**

JUST ARRIVED.

A large collection of British made Celluloid Booklets to retail from 5c to 75c each.

Heather Series.

Specially designed for Scottish friends and relatives.

IMPERIAL SERIES.

Localized folders with special Canadian views and designs. Name of town on each card. Some fine designs, introducing the Canadian flag.

Christmas Booklets.

A Large Range to sell at 2 for 5c to 25c each.

Across the Sea Series.

To send friends in the Old Land. Cabinet with Display Tray, an \$11 assortment of cards to sell at 5c, 10c, 15c, 20c and 25c.

Etched Greetings.

Six in a box—8 varieties, die stamped—a line for high-class trade. Excels even last year's offerings of this popular line.

CHRISTMAS LETTERS

In sepia tones and new designs a large collection

30 numbers to sell at 25c a box.
24 numbers to sell at 50c a box.
6 numbers to sell at 75c a box.

(Die stamped)

Another collection of Christmas Letters is confined to those to sell at 10c each—also New Year and Birthday Letters at 10c retail.

**Local View
Christmas Letters
and Booklets.**

Orders for these will be filled with reproductions of any photo of town, street or building.

**Slip-in Mounts and
Leaflets.**

For accommodating snapshot views, postcards, etc. A fine line to sell to amateur photographers. Three sizes: "Snap Shot", "Postcard" and "Cabinet"—10c, 15c and 25c retail.

**Localized
Die-Stamped
Christmas Letters
and Folders**

Introducing in the greeting, the name of any town.

Slip-in Series

This is a line that can easily be made an especially big seller. Purchasers can insert their own cards in these Christmas greeting cards, which sell at 10c each—a large variety.

**Special Book of
Birthday Cards**

A most profitable and handy means of Taking Care of This Business

**OTHER
NOVELTIES**

TOY BOOKS and PAINTING BOOKS to sell at 5c each. A good assortment.

GIANT POSTCARDS.

Sepia views of notables to sell at 5c each.

WAR POSTCARDS. Order an immediate supply of these. Best of all Best Sellers in Postcards.

PICTURES.

Views of Canadian Life and Scenery.

Small sizes, 5c.
Larger sizes, 10c.

3 small views on one mount, 10c.

LONDON NEW YORK

BIRN BROS.

SYDNEY TORONTO

A. R. MacDOUGALL & CO., 266 KING STREET WEST, TORONTO, ONTARIO

CANADIAN REPRESENTATIVES

The Improved Brush-Well Jar

Patented April 29, 1913



Filled With
Dennison's
TRADE MARK
**Art
Paste**

Just Four Points About The Brush-Well Jar

1. The brush rests in the well at an angle permitting a flat top.
2. There is a little step in the well which presses out the water as the brush is removed.
3. The jar contains 6 ounces of pure white Art Paste made according to the Dennison standard, without acids.
4. The put-up is compact, easy to wrap, convenient and attractive in appearance on the desk.

The Brush-Well Jar retails for 25 cents

WHY NOT ORDER A FEW BY MAIL AT ONCE?

Dennison Manufacturing Co.

THE TAG MAKERS

TORONTO—160 Richmond Street, West
BOSTON
26 Franklin Street

NEW YORK
15 John Street

CHICAGO—62 E. Randolph Street
LONDON

WINNIPEG—504 Notre Dame Investment Building

NEW YORK
5th Ave. & 26th Street

ST. LOUIS—905 Locust Street

PHILADELPHIA
1007 Chestnut Street

BUENOS AIRES

ARO-MAC STATIONERY LINES

ARE STANDARDS FOR QUALITY
THEY SATISFY THE USER AND THEREFORE BUILD UP BUSINESS

Lines in Stock in
Toronto Ready for
Immediate
Shipment to You.

"Trussell"

Loose Leaf Memos,
Diaries and Price Books.
"Aromac" Paper Bind-
ers.

"Smead" Bandless Fil-
ing Envelopes

"Smigel's" Desk Pads
Hampden Hangers for
Hanging Pictures.

"Gloy"

Ticket Hooks

Mixed Pins

"Clinch" Clips

Metal Rim Tickets

Paper Fasteners

"Glider" Clips

Letter Clips

Drawing Pins

Erasers

Sealing Wax

"Erie" Art Metal

Wastepaper Baskets

Letter Trays

Strong Boxes

Book Ends

Holman

Photo Albums, Scrap
Albums and Post Card
Albums

"Aromac" Fountain
Pens

"Cameron" Fountain
Pens

"Waverley" Fountain
Pens

"Aromac" Series Steel
Pens

"Aromac" Series Gilt
Pens

"Waverley" Series
Steel Pens

CRAYONS



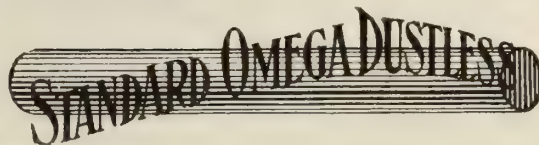
These crayons will enable the dealer to do some intensive merchandising. Their quality is such that they will stand all comparisons. Consequently the dealer can confidently approach teachers and other users who demand quality, and get them to make the severest tests. Depend upon it they will come through with colors flying.

CRAYEL provides the trade with the most satisfactory box of wax crayons for general school uses.

ARTCO PASTEL in five cent boxes with seven colors and 10c boxes with eight larger crayons, are ideal for advanced color work in paper drawing and for blackboard use nothing excels Arto Pastel.

CREST LIGHT CRAYONS

as now supplied, have overcome the objection to hydraulic pressed crayons. They mark freely, the colors are brilliant and do not smear. Crest Light Crayons are hydraulic pressed, which makes them very durable. The usual rub and blur of wax crayons is entirely obviated, and both paper and hands are kept clean.



As nearly dustless as it is possible to produce crayons. The dust falls to the floor and will not float in the air. Makes soft clear mark. Erases easily. Free from grit. Will not scratch board. Will not glaze. Cleanest to handle and by far the most economical crayon for blackboard use.

A 25 gross case of Omega goes as far as 100 gross of common chalk crayons, but costs less than half as much. Dealers should emphasize these advantages and the hygienic qualities of Omega Dustless Crayons—there is positively nothing injurious in them.

THESE HIGH QUALITIES HELP OMEGA SALES

FOUNTAIN PENS

To Meet
All Demands

First let us speak of **THE WAVERLEY**. This pen with its twin feed and flexible top bar on the nib, an exact replica of the steel pen in world-wide use—**"The Waverley"**—makes it pre-eminently the world's best fountain pen — **ON ITS MERITS.**

Aro-mac Fountain Pens

are made by the same firm—Mac-niven and Cameron. See that your stock include's all of these:—

No. 1. 14k. gold iridium point, retails for \$1.

No. 2. The same, larger nib and barrel, \$1.50.

No. 3. Still larger nib and barrel, \$2.00.

No. 5. Vest pocket safety, No. 3 nib, \$2.00.

No. 6. Self-filler, No. 2 nib, \$2.00.

No. 8. Screw-propelling safety, No. 2 nib, \$2.50.

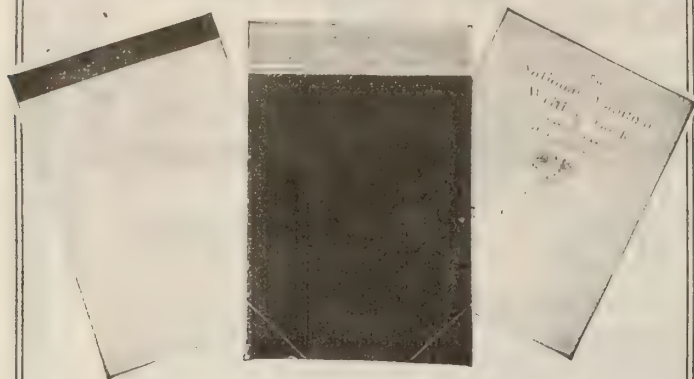
EVERY PEN
GUARANTEED



A. R. MacDOUGALL & CO., 266 KING ST. WEST, TORONTO, ONT.

CANADIAN REPRESENTATIVES

THE NATIONAL LINE



MANIFOLD NOTE AND LETTER BOOKS

FOR personal and important letters, written on the train or beyond the reach of letter copy book or stenographer, the National Manifold Letter Books are invaluable. The letter sheet tears out of the book, leaving the copy on a solidly bound colored sheet. The books are renewable, each supplied with a fine quality of carbon paper. The letter sheets are faint ruled.

BOUND WITH RUSSIA BACKS AND BLACK CLOTH SIDES, containing good paper with printed heads; also **BOUND WITH ROAN BACKS AND BLACK CLOTH SIDES**, containing strong linen paper. Three sizes.

SEND FOR COMPLETE CATALOGS OF NATIONAL BOUND AND LOOSE LEAF GOODS.

NATIONAL BLANK BOOK CO.

HOLYOKE, MASS., U.S.A.

HIGGINS' TAURINE MUCILAGE



THE demand for a clean, tenacious and pure mucilage, secure against the corrosive influences affecting the average product in this line, induced us to put upon the market Higgins' Taurine Mucilage. It avoids the defects of the cheap and nasty dextrine and the dear and dirty gum mucilages. It is stronger, catches quicker and dries more rapidly than any other mucilage, and is perfectly clear, clean, non-corrosive, non-sedimentary and pleasant to sight and scent.

It is put up in both bottles and safety shipping cans, and will be found not only convenient for use, but entirely satisfactory so far as its working qualities are concerned. It will please your trade.

**HIGGINS' AMERICAN DRAWING INKS
BLACKS AND COLORS**

The Standard Liquid Drawing Inks of the World

CHAS. M. HIGGINS & CO., Manufacturers
NEW YORK CHICAGO LONDON

Main Office and Factory, BROOKLYN, N.Y., U.S.A.

TOY PROFIT

There is good profit in a line of Toys—besides, it attracts the family trade and that is the kind that pays.

Successful toymen keep posted on trade happenings, new articles, new ideas of salesmanship and window dressing, where to buy stock, etc.

"PLAYTHINGS"

each month has all the news of the toy trade. Subscription price ONE DOLLAR AND FIFTY CENTS a year postpaid.

Subscribe now and join those who are keeping up-to-date and in the swim.

A sample copy free if requested.

**McCREADY PUBLISHING CO., 118 East 28th Street
NEW YORK**

**FOR THINGS UNUSUAL IN
GREETING CARDS**

The Name DES ARTS

has come to mean much among the trade who demand high-class lines. Their lines of greeting cards are now being shown for a new season. A suggestion will bring the lines to you.

DES ARTS STUDIOS, Inc.

HOLYOKE, MASSACHUSETTS

Magic Ink Eraser

TEN DOLLARS PER GROSS

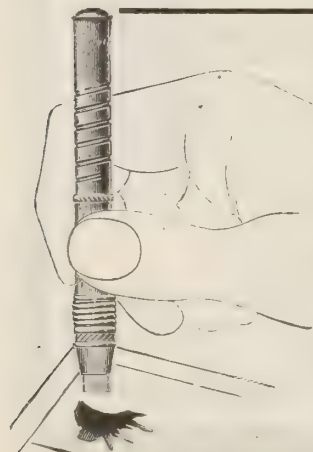
Removes a blot, a letter, or a line like magic.

The brush is exactly the same as those in the 50 cent erasers. And, after all, it's the brush **\$10.00** that does the work! Per Gross.

STRANSKY MFG. CO.

Incorporated

22 Warren Street, New York



TOYS

Manufactured by **THE WILKINS TOY CO.**
KEENE, N.H., U.S.A.

Represented by
RIEMANN, SEABREY CO., 11-15 Union Square W., New York

AMERICAN HOBBY HORSES

MONEY MAKERS FOR MANY MERCHANTS



New models designed expressly for Canadian market. Largest line of Hobby Horses made in the United States. Finished in dappled enamel, plush and skin covered. Large stock for prompt shipments—one piece or a car load.

Permanent sample room in Toronto, Ont.

Sales Agent: L. G. BEEBE, 32-34 Front St. West

WHITNEY REED CORPORATION

Catalogue and Prices on Request.

LEOMINSTER, MASS., U.S.A.

OFFICIAL RUM BOARD



For players of cards, Rhum or Rummy, the most popular game among the entire nation. With the RUM BOARD its interest is intense, and the game becomes much more fascinating.

Price 50c.

Patented
MONARCH MFG. CO. - Chicago, U.S.A.

Canadian Agent—L. G. Beebe, 32-34 Front St. W., Toronto, Ont.

Clinch Spring Sales with



Their beautiful designs and nine unique colors are irresistible with the children. No two designs alike. Akro Agates come in the following attractive colors:

BROWN
GREEN
WHITE
BLUE

**STRIPED
ONYX**

RED STRIPED GOLDEN JADE TURQUOISE
CARNELIAN YELLOW GREEN BLUE

"AKRO AGATE" TOY MARBLES

Get Samples and Price List.

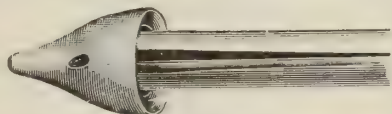
THE AKRO AGATE CO., Clarksburg, W. Va., U.S.A.

Manufacturers of Glass Balls for Every Purpose

Canadian Representative:

L. G. BEEBE, 32-34 Front St. West, Toronto, Can.

PARAGON PEN BRUSH No. 80



Paragon Rubber Fountain Marking Pen is the best Marking Pen or Brush ever invented for making card board signs and marking cartons and shipping packages, and for School Work.

The principal feature is the uniform mark. No different line or mark can be made.

Retails for 10 cents. Can be ordered through any Canadian jobber.

Manufactured by

FRANK A. WEEKS MFG. CO.

93 John Street, New York.

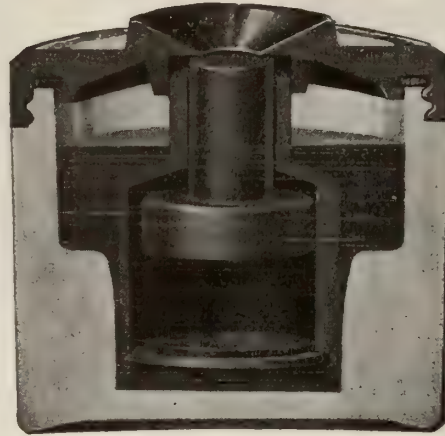
Manufacturers of

Paragon Slide Cover Inkstands, and other Specialties.

Get Out of the Danger Zone of Poor Profits

Don't run the risk of being torpedoed by the dissatisfaction of customers, when you can easily win their hearty enthusiasm and continued business with Sengbusch Self-Closing Inkstands.

More Sengbusch Inkstands have been sold than any other on the market. And the present year will mark an exceptional increase in sales. For the Sengbusch is the real economizer—saving fully 75% of the cost of ink and 50% of



SECTIONAL VIEW NO. 51
Showing How Inkstand Closes Air-Tight Like Cork in Bottle

the cost of pens. Once a business man uses the Sengbusch himself, he usually secures them for his whole office staff. For home use the Sengbusch is the most practical and cleanly.

Think of the enormous amount of business there is right in your own locality by making the Sengbusch better known to your customers.

Write to-day for agency and Canadian catalogues bearing your own imprint—free.

The Sengbusch Self-Closing Inkstand Co.

300 Stroh Building, Milwaukee, Wis.

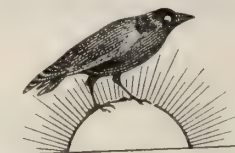
Consider the Matter of Quality

When purchasing, your aim is to obtain goods of high quality, goods that will give satisfaction to your customers, so priced that you can sell them at a reasonable figure, and at the same time allow yourself a fair margin of profit.

Dawson's Blank Books fill all these requirements, and it will be good business on your part to investigate.

W.V. Dawson
LIMITED

MONTREAL TORONTO WINNIPEG



NOW COMES INK

and as usual we are prepared to meet the demands with a complete stock of

**STEPHENS'
STAFFORD'S
UNDERWOOD'S**

in all popular sizes, together with Carter's Paste and LePage's Mucilage and Liquid Glue. Prompt shipments can be made.

**SMITH, DAVIDSON & WRIGHT
LIMITED**
Wholesale Stationers and Paper Dealers
VANCOUVER, B.C.

Esterbrook Pens

250
styles



Ask
your
stationer

**Esterbrook's
Relief No. 314**

is an extraordinary pen that adjusts itself to any desired slant and writes smoother than the old goose quill. Made of special alloyed metal — won't corrode — and finished like a gold pen.

SEND 10c. for useful metal box containing 12 of our most popular pens, including the famous Falcon 048. Write for illustrated booklet.

Esterbrook Pen Mfg. Co.
New York Camden, N.J.
BROWN BROS. LIMITED, Canadian Agents, Toronto

VENUS PENCILS

the
**PERFECT
PENCIL**



Venus Pencils are made in America and none better are produced anywhere.

NOW is a good time to look over your stock and order promptly should you find that you are low on any degree of Venus Pencils.

All 17 degrees of Venus Pencils are necessary to a good stock: (6B softest to 9H hardest).

We have a very complete line of other goods, including Velvet 5c. pencils: penholders, rubber bands, &c.

*Your correspondence is solicited
and will have our prompt attention.*

AMERICAN LEAD PENCIL CO.
220 FIFTH AVENUE, NEW YORK

TWO LEADERS

SHAMROCK Lead Pencils

**The Best Value Five Cent Pencil
on the Market**

Hexagon—Green Polished—Gilt Ferrule with Green Rubber. Stocked in HB, H and BB Degrees. Packed $\frac{1}{2}$ Gross to Box.

KEYSTONE Lead Pencils

**An Excellent Ten Cent, High Grade
Pencil of Guaranteed Quality**

Hexagon—Green Polished—Boxed in Dozens. Stocked in following Degrees: HB, F, H, 2H, 3H, 4H, 6H, B, 2B, 3B.

Include some of these with your next order.

SAMPLES ON APPLICATION.

**SMITH, DAVIDSON & WRIGHT
LIMITED**
Wholesale Stationers and Paper Dealers
VANCOUVER, B.C.

Important Announcement

Beginning on Monday, March 15th

Mr. W. C. Bell will be at home to the Toronto and Ontario trade in the newly fitted up attractive sample rooms on the first floor of the Clarendon Building, 25 Richmond St. West.

The Oxford display in Montreal during February was conceded to be unique in its scope and attractiveness.

Four large rooms in this building will be required to display our line. It will be worth a visit even if you are not ready to buy. If you are fond of good books and beautiful bindings you will be greatly interested in our display.

The Oxford line this Spring contains many new and attractive features. One of the most popular being

Our New Fine Grain

Oxford Text and Reference Bibles

These are finding a very large Market. Bound up with Oxford India paper sheets this Bible will be the feature line for 1915. Samples with the travellers.

READY MARCH 28th

The Man of Iron

By Richard Dehan. A tale of the Franco-German War. Cloth, \$1.25 net.



The Keeper of the Door

By E. M. Dell. Cloth, \$1.25.

These two books will mark the Spring opening.

Orders will be filled so that the books may be on sale from Vancouver to Halifax on publication day. The advance sale of both titles has been very gratifying.

Posters with silk flags of the *Man of Iron* will be sent to you on request.

S. B. Gundy - Toronto
Publisher in Canada for Humphrey Milford.

Packard
BROTHERS.

The Private Greeting Card Publishers

Up-To-Date Designs

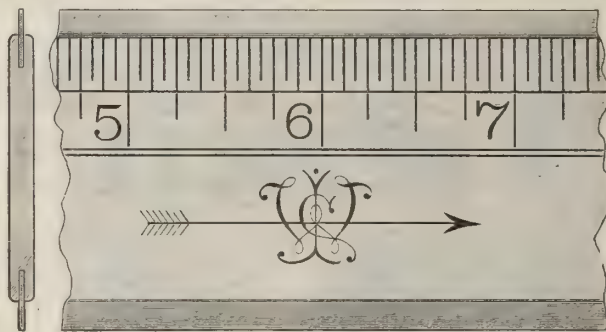
Quality

Price and

Service

PACKARD BROTHERS

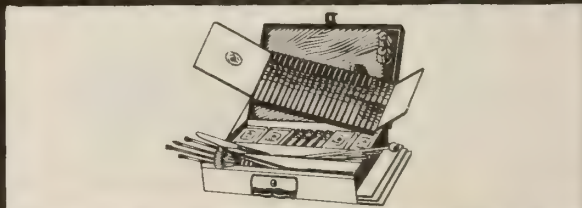
329 Craig Street West ∴ Montreal



No. 1733 Transparent Edges. See our Catalogue No. 42.

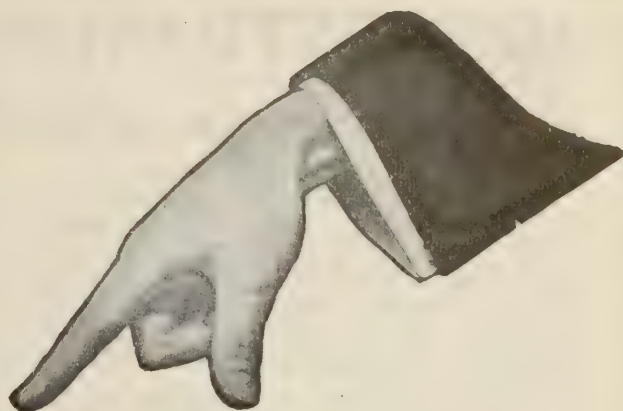
WESTCOTT-JEWELL CO., SENECA FALLS, N.Y., U.S.A.

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON CO
ESTD. 1842. MONTREAL.

*Arrange To-day
to Visit
the*



ANNUAL SPRING EXHIBITION *of* HOLIDAY BOOKS, CHRISTMAS *and* NEW YEAR NOVELTIES

The Most Inspiring and Educating Event of the Season

For six weeks, commencing March 15th, the fifth floor of the new building, corner of Portland and Wellington Streets, will be devoted to the Annual Spring Exhibition of the leading features for the coming Holiday Season. The hundreds of book and stationery dealers who took advantage of last year's Exhibition will long remember the direct benefit and broadening influence. But the coming Exhibition will far surpass in scope and effect anything previously attempted. Many dealers have already booked dates for this display and it would be well worth your while to make your arrangements—NOW.

Remember the Date

Six Weeks Commencing
MARCH 15

Remember the Place

Cor. Portland and
Wellington Streets

Write to-day

The COPP, CLARK CO.
LIMITED TORONTO

Mr. STATIONER

AND BOOKSELLER

A Profitable Side-Line for YOU

Is the "CASTLE" Series of
Private Christmas Greeting Cards.

LARGE PROFITS. SAMPLE BOOKS FREE.

Every Stationer in Canada can add largely to his Profits by selling the "CASTLE" Series of Private Christmas Greeting Cards. They are without doubt the finest and most up-to-date Christmas Cards ever published, and are ENTIRELY BRITISH.

Prices range from 75 cents to 2 dollars per doz.

They are guaranteed to be this year's manufacture, and not those left over from last year's British market. We are the Manufacturers, and guarantee to supply any Card shown in the Book right up to the end of the Season. All orders neatly packed and sent POST FREE by RETURN MAIL.

A big business can be done by the Stationer who will push these Cards. They are easy to sell, and there is no stock to carry. Why not concentrate your efforts this year on this side-line so as to take all the orders to be got in your district?

The "CASTLE" Series will help you.

SAMPLE BOOKS READY JUNE.

Write now for particulars of Commission, etc., to the
CASTLE PUBLISHING CO.,
CHEAPSIDE, PRESTON—LANCS., ENGLAND.

WELDON ROBERTS RUBBER ERASERS

The name WELDON ROBERTS on rubber erasers is the Mark and Guarantee of the *finest quality*.

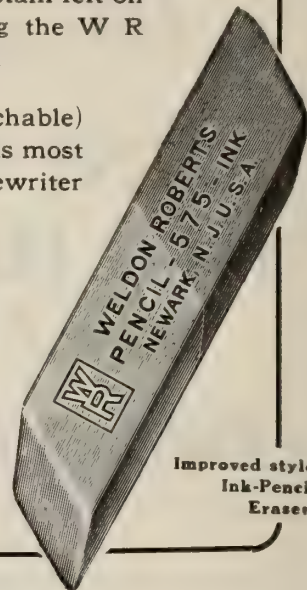
There is no pigment stain left on the paper after using the W R Red or Green erasers.

The W R Brush (detachable) Circular Eraser 995B is most popular with all typewriter operators.

**WELDON ROBERTS
RUBBER CO.**

WORKS: NEWARK, N.J.,
U.S.A.

Makers of the finest quality
erasers in all styles.



Improved style
Ink-Pencil
Eraser.



There is a certain finesse in winning the discriminating trade that comes through handling

**Crane's
Linen
Lawn**

Eaton, Crane & Pike Co.

Pittsfield, Massachusetts

Toronto Office: 266-268 King St. W.

British
Manufacture

TRADE
MARK



VERDIER

... LIMITED

Printers & Publishers of

CHRISTMAS CARDS

♦♦ CALENDARS ♦♦

EASTER & BIRTHDAY CARDS

MENU & NAME CARDS

DANCE LISTS & PARTY INVITES

SACHET GREETING NOVELTIES

PRIVATE GREETING CARDS

Speciality: *Floral Colour Gravure Cards*
DAINTILY PERFUMED

BLANKS & PRINTING FOR PUBLISHING TRADE
in exclusive processes

All enquiries direct to **VERDIER LTD.**
18 CHRISTOPHER STREET LONDON E.C.

Mainly About Ourselves

HELP OF TRADE WANTED.

In April, Bookseller and Stationer with its Annual Spring Number, is going to give the trade an issue of outstanding interest, size and importance, that will prove a valuable repository of trade information and guidance, presenting practical ideas for making more money both by means of conservation and efficiency as well as aggressive mercantiling. Good window displays and various other forms of publicity, with reproduction of methods successfully used by other dealers, will be featured and the issue will be most comprehensive in its treatment of the whole scope of operation of the Canadian merchants engaged in the book, stationery and allied trades.

It will be an issue that will be continually used for reference because of the fund of trade information which it will present and a particularly valuable feature of this issue will be announcements of leading manufacturers, publishers and wholesale distributing firms which it will contain, some of them of so important a nature that provision has already been made for them at this early date.

The various departments will be extended for this big number and there will be many special features, making up what the editors plan to make the best issue of Bookseller and Stationer they have ever put out.

We are sure our readers will be interested in receiving this advance information of the 1915 Spring Number, and the editors will welcome the receipt of photographs of window displays that have proved especially good trade winners and information of various meth-

ods attesting their efficiency in creating sales. Thus, each will be adding to the store of information for the general good of all the trade. This co-operation cannot be valued too highly and a little thought will be sufficient to convince the booksellers and stationers throughout the country that they have neglected a wonderful opportunity for promoting their general welfare by not using to a far greater extent the agency provided in their trade paper, Bookseller and Stationer.

LIKES TRADE KEY.

Bookseller and Stationer is in receipt of a letter of appreciation from Alex. Rankin of The Broadway Emporium, a book, stationery and fancy goods store of Vancouver, B.C., who says in part:

"The book section has been very helpful to me. The advertisements bring jobbers and manufacturers right in touch with the reader. They bring out new ideas, open up new channels, bring out new methods and finally start new branches. Bookseller and Stationer should be in the hands of every progressive, and, shall I say, aggressive stationer. Why? Certainly he must ever be on the alert for new business.

If we pull together and all the same way, we will be doing our share in the Made-in-Canada movement.

"Before closing I must heartily thank you for the 'trade key,' its gets better with every edition.

Article No. 3 of the Card-writing Course will appear in the April Bookseller and Stationer.

Publishers, Manufacturers and Wholesale Firms
should take advantage of the extraordinary importance
to the retailers of the

ANNUAL SPRING NUMBER

by having comprehensive and carefully prepared announcements in that issue. Book space early and get good position. Final closing date, March 31st.



Special Papeterie Attraction

A large copy of this charming study in natural colors. Size $20\frac{1}{2}$ " x $30\frac{1}{2}$ " given with each Cordelia Papeterie.

The papeterie illustrated contains 24 sheets and 24 envelopes, heavy weight linen-faced note.

Sample papeterie and picture mailed to any stationer for 15c.



John Dickinson & Company, Limited

MONTREAL, 216 Lemoine St.

TORONTO, 77 Wellington St. West



BOOKSELLER & STATIONER



DEVOTED TO THE INTERESTS OF THE
BOOK, STATIONERY & KINDRED TRADES



Vol. XXXI

MARCH, 1915

No. 3

Stationery

Many Changes Provided for
Not Unexpected—

Trade and the Tariff

in Recent Budget of Canada's Finance Minister—Some
Books, With Unimportant Exceptions, Not Affected.



THE radical changes provided for in the budget speech of Hon. W. T. White, Canadian Finance Minister, have resulted in many changes in quotations on stationery lines. With an increase of $7\frac{1}{2}$ per cent. in the general, and 5 per cent. in the British preferential tariff and the abolishment of the free list, save for certain specified articles it can be easily seen that the effects as far as the stationery and allied lines are concerned would be very wide in their scope. Many jobbing firms have already put into effect advanced prices

on American and English goods while many Canadian manufacturers have found it necessary to advance prices of their products owing to the abolishment of the free list and the duty now in effect on raw materials.

That there would be an increase in the general tariff was not unexpected.

It is known that a great many wholesale firms have been buying heavily during the past month and having goods shipped at once in anticipation of changes in the tariff.

Changes went into effect the day

after the delivery of the budget speech and collectors of customs throughout Canada were notified by wire on Feb. 11, to put into effect the new tariff changes.

Hon. Mr. White estimates the total expenditures during the coming year at over \$300,000,000, including the estimated war expenditure of \$100,000,000. He proposes to borrow the whole of the latter amount. On the present basis the revenue would yield only \$120,000,000. The new tariff and the taxes will meet only part of the deficit.

The list of items in the tariff schedules or in the former free list which are exempt from the general tariff increase announced by the Finance Minister is as follows: Fish from Newfoundland, animals for the improvement of stock, cocoa and chocolate products, tea, salt for the fisheries, Indian corn except for distillation purposes, wheat, wheat flour, sweetened biscuits, squid, oysters, seed and breeding, fish and fish eggs for propagating purposes, sugar, tobacco, wines from South Africa, books (printed), newspapers and magazines, news printing paper, matrix paper, nicotine sulphate, ores of metals, bells for churches, gold and silver coin and gold and silver ingots, blocks, bars, drops, etc., typesetting and typecasting machines, newspaper printing presses, mowers, binders, harvesters and reapers, traction ditching machines, surgical and dental instruments, material for ships, binder twine, articles for the manufacture of binder twine, fish hooks, lines, twines and nets for the fisheries, artificial limbs, artificial teeth not mounted, articles specified in tariff for schools, hospitals and charitable objects, settlers' effects. The customs duties on the above remain unchanged.

Only five specific agricultural implements are exempt from increase in duty, viz.: reapers, binders, mowers, harvesters and ditching machines. All others are subject to the $7\frac{1}{2}$ per cent. increase, which means an average increase from 20 to $27\frac{1}{2}$ per cent. on ploughs, cultivators, harrows, dises, thrashing machines, wagons, etc.

The increase of revenue anticipated from these changes is from \$20,000,000 to \$25,000,000.

Banks, Insurance, Etc.

Special war taxes are imposed upon banks, insurance companies, railways, cable and telegraph companies, and patent medicines.

On bank note circulation there is to be a tax of 1 per cent., and on trust and loan companies a tax of 1 per cent. on the gross income. Insurance companies, except life and marine concerns, will pay 1 per cent. of net premiums.

All cable and telegraph messages will pay a tax of one cent each, while from all railway and steamship tickets the Government will collect five cents from each where the ticket costs up to \$5, and five cents for each additional \$5 of cost. On parlor car seats and sleeping car berths there will be a tax of 10 cents each.

A tax of \$1 is levied on steamship tickets costing up to \$10 to all points other than in Canada or the West Indies; \$3 for berths costing up to \$30, and \$5 for berths over that amount.

There will be a stamp tax of two cents upon commercial paper, such as receipts,

cheques, transfer and business agreements, as well as on express and money orders. Every letter and postcard will bear a one cent war stamp, bills of lading a two cent stamp and postal notes one cent; patent medicines will pay a tax of one cent for each ten cents of cost.

Upon non-sparkling wines there will be a tax of five cents per quart; upon champagne, 25 cents per pint.

By reason of the trade conventions with the British West Indies and France, the increased duties do not apply to silk fabrics, velvets, ribbons and embroideries.

Manufacturers, while having to pay increased duty on their imported raw materials, still have the privileges of the drawback on all exported products manufactured from such raw materials. In other words, the manufacturers will apparently be able to control prices and sales in the home market, while still having the benefit of foreign markets without bearing their cost of the increased duties.

Tariff Taxation.

In announcing the new tariff taxation Mr. White said in part as follows:—

"As our main revenue measures we propose with certain exceptions (numerous exceptions, I may say), a general horizontal increase in the customs duties upon all goods and commodities imported into or taken out of bonded warehouses in Canada. The list includes all articles hitherto dutiable or on the free list, and whether raw material or finish-

ed or partly-finished product. The increase we propose is seven and a half per cent. ad valorem to the general and intermediate tariffs and five per cent. ad valorem to the British preferential. In the case of iron ore, for reasons I shall give in committee, the added duty is specific and not ad valorem. In determining the list of exceptions, regard has been had to our trade conventions with France and the obligations of our agreement with certain of the British West India colonies. By reason of the convention with France the increased customs duties will not apply to silk fabrics, velvets, ribbons, embroideries and certain other goods. The exceptions to the tariff increases I have mentioned include wheat, flour, tea, anthracite coal, fish from Newfoundland, salt for curing fish, lines, twines, nets and hooks for the fisheries, reapers, mowers, binders, harvesters, binder-twine, traction ditching machines, sugar, tobacco (dealt with in August), news-printing paper, newspaper printing presses, typesetting and typecasting machines and a number of other items of lesser consequence. The tariff upon the articles exempted from the increased duties will remain as at present. So far as concerns the duty upon raw materials it is to be pointed out that in accordance with regulations made under the provisions of the Customs Act manufacturers are entitled to a drawback of 99 per cent. upon all duties paid upon imported materials used, wrought into or attached to articles manufactured in Canada and exported therefrom. In ad-

GENERAL TARIFF CHANGES.

The increases in the tariff announced from Ottawa in the budget of Hon. W. T. White, appear to have been accepted in the spirit of a necessary burden as a share of national responsibility. Despite the advances which have been made and the many others which are to be made as soon as adjustments can be estimated, there has been no abnormal rush of buying on the part of retailers; the attitude appears to be that increases can be adjusted to the public and that the situation is not sufficiently assured to encourage heavy stocking.

There can be no doubt that immediate buying is good buying in many lines. The nature of the tariff obligations is such that practically every line of goods must be more or less affected, either by a direct tax on the goods themselves when imported or a tax on the raw materials brought in by the manufacturers.

When and how the extent of the changes will depend upon a number of factors. A number of very important advances have already been made; others are in consideration and will be made within a few days while others will depend upon the ability of wholesalers and manufacturers to absorb the increase. In explanation of this latter statement it may be said that the trade is not desirous of advancing prices on the present demand and therefore stocks on hand on the shelves of warehouses and raw material held by manufacturers will be an important influence.

In many instances the tariff advance was the advance or perhaps it would be better to say the bale of straws that broke the camel's back so far as the trade was concerned. Since the war began there have been many increased costs to face owing to supplies of goods and raw materials being cut off and increased costs of transportation and these have been accepted in many instances without increasing the prices to the consumer and the retailer owing to the smaller demand and now the call of the Government for an additional 5 to $7\frac{1}{2}$ per cent. has forced a readjustment, and this readjustment, therefore, must be on broad lines in many instances.

dition to making the increases mentioned for the purpose of increasing revenue, we propose to alter the existing tariff by adding squid and nicotine sulphate to the free list. Squid is used as a bait by the fishermen while nicotine sulphate is a spraying material used by fruit-growers for destroying insect pests. These two items have for some time past been noted for change.

"The revenue obtained from the present tariff changes will be separately shown in the Trade and Navigation returns of the Department of Customs. By this we shall know the precise amount collected through the Customs under the provisions of the War Revenue Act. 17

"Upon the basis of importations for the current year and having regard to conditions which I have described as likely to prevail during the coming year we expect to realize from our proposed customs tariff legislation from twenty to twenty-five million dollars.

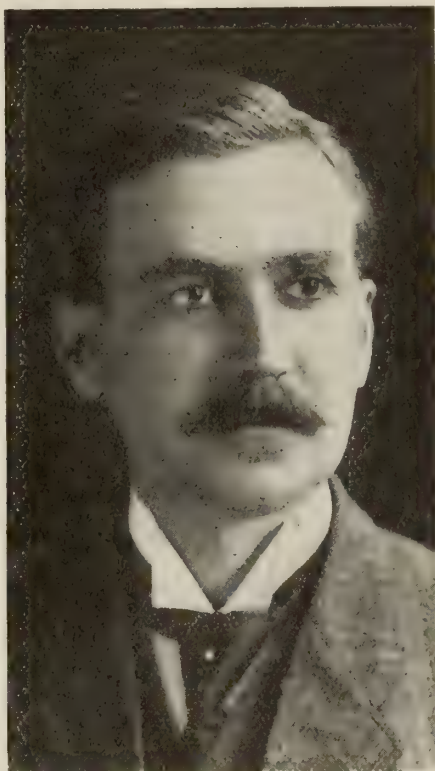
"These, Mr. Speaker, are the proposals of the Government, having as their object the raising of additional revenue rendered necessary by the war and our participation therein as a belligerent. We are not unmindful that they will entail a considerable financial burden upon the community. We believe, however, that to adopt measures less comprehensive in their scope would be but to temporize with a situation with which it is our duty to adequately cope. That the people will cheerfully respond to the demands made upon their patriotism goes without saying. At the outbreak of the war it would have been premature to have brought forward measures which to-day have been long foreseen by public opinion to be necessary and indeed inevitable. It would also have been most inopportune and inexpedient by reason of the profound dislocation and disorganization of business caused by the war and the shock to financial stability which the Dominion was so suddenly called upon to withstand.

We believe the tariff increases which we propose will be not only effectual in producing greater revenue but will be strongly efficacious in stimulating Canadian industry and agriculture and in relieving unemployment."

In concluding his speech, Mr. White referred to the future outlook as follows:—

"In conclusion it may be fitting that I should say something as to general economic conditions actual and prospective. On the whole, having regard to the vast dislocation of finance and commerce occasioned by the war, the Dominion has withstood the shock exceedingly well. When we consider the immense distance we have traversed since

August last in improved tone, confidence and commercial and financial outlook there is abundant cause for gratification and thankfulness. Readjustment has necessarily been a painful process for many of our industries, but it must be considered as having proceeded and as proceeding satisfactorily. The consequences of the interruption of our borrowings abroad for purposes to which I have alluded in the course of my remarks have been shown in a slackening of activity in many trades. On the other hand production in various lines has been greatly quickened and stimulated by orders on a very large scale for clothing, munitions and other equipment and



HON. W. T. WHITE, Minister of Finance.

material placed in Canada. Not only by the Canadian Government, but by Britain and her allies as well. Expenditure for supplies of this character must appreciably assist in countering the adverse factors of which I have spoken. It will also exert a most favorable influence upon the important problem of international exchange with which is involved the question of gold export.

"It is apparent that throughout the Dominion strong efforts have been and will continue to be made to increase production. The enhanced prices of grain and other products will be a great inducement to exceptional exertion along this line. The returns as to fall ploughing and general condition of land are most favorable for a record crop pro-

duction next year. The intervening period we shall bridge successfully in proportion to the courage and energy displayed by our citizens in their several callings. During wartime it is the duty as well as the interest of all to multiply effort, to increase to the utmost their production, in order that wastage may be repaired and the nation kept strong for the struggle. Our farmers, tradesmen, keenly study their problems and expand wherever possible the scope of their enterprise.

While one hesitates to attempt a forecast in conditions so variable and subject to sudden and violent change it would appear that accumulation of funds with accompanying easier interest rates and increasing confidence on the part of investors will result in a gradual resumption of the sale abroad and at home of securities for needed expenditures on the part of our provinces, municipalities, railways and industries. Such expenditures, even on a greatly reduced scale, together with war outlays in Canada should go a long way towards the restoration of such of our trade and industry as have suffered from the effects of the war. Above all will our commercial improvement and for that matter commercial improvement throughout the world, follow upon the continuing success of the allies. With such continuance legitimate business throughout the world must improve during the remaining period of the war. Should the progress of that success be interrupted international trade and commerce must receive a further setback.

"To put it another way: If the exchanges of the world were in operation as before the war any notable success on the part of the allies would cause securities everywhere to rise; with any notable success on the part of the enemy they would fall. Happily, we have no cause to be apprehensive as to the continued favorable progress and ultimate triumph of the arms of the Empire and her allies. So far as any war can be said to go well we have every reason to make the statement as to this the most terrible of all wars. As to its duration it would be idle to hazard even a guess. But one thing is certain that be it long or be it short, the Empire and every part of it is determined that its conclusion must be upon such terms that the ensuing peace will be not a transient truce, not an armed and arming armistice, but a real and lasting settlement with securities amply guaranteeing the world against a rerudescence of the militarist ambition, the aggrandising spirit, the greed of possession, the lust of conquest, which have brought about almost a subversion of our civilization."

A LETTER FROM THE WAR ZONE

Following are a few extracts from a letter received by S. B. Watson, of Thomas Nelson & Sons, from a friend in Brabant, Holland, giving some interesting sidelights on conditions in Belgium as viewed by a man close at hand:

"You don't need to be told that before the war the Jesuits were exiled from France and that accounts for our being here. Now that war has arrived, the French Government has no scruple in calling upon Jesuits to serve in the army, and as a matter of fact, there are now some 700 or 800 in the French ranks, mainly as ordinary soldiers or as 'non-coms.' Twenty have already been killed and so far two (to our knowledge) have been recommended for the Legion of Honor for bravery in the field. The situation is paradoxical in the extreme. The last thing in the world the French Government would have thought of providing for its soldiers is—chaplains. Yet as things have worked out, owing to an anti-clerical law, the army is simply saturated with them. Jesuits, Dominicans, Carthusians, Benedictines, Abbés, Cures—all in the very middle of things. Saying mass in the morning, leading a charge in the afternoon, but always with the soldiers. It is a sad thing that priests and religious should be forced to kill or wound fellow-men: but it is at least a consolation to know of the vast religious revival that has been brought about, to which everyone from the front bears witness. For myself, I tell you frankly I am amazed at the fortitude of these men—or boys, some of them, not more than 21 or 22. They are expecting daily to leave their quiet life here with its round of prayer and study and to go to the barracks for a hurried spell of training before being rushed to the firing-line; and yet to look at them or to listen to them one would never know it. Only when a telegram arrives does one see a look of restlessness pass from face to face. Many of them, too, have all their male relatives fighting—or already killed.

"We have some Belgians here too: some were at the siege of Namur—the full story of that little event is yet to be told to the public. When I heard it from some one who had been there, my hair stood on end: the general entrusted with the defence of the town will have something to answer for, if all accounts be true. As to Maubeuge, the less said the better. It is not the first time that France's generals have failed her. Now, thank God, the tares are sorted out.

"Look at Belgium. In the hour of need the moral factor asserted itself, and what petty little Belgium did is the wonder of the war. It seems to me that all this proves that the Church has not lost the power of raising men, which she showed

in that little affair of the Crusades a long time ago.

"We get news here, but rather late. Each day at 1.30 p.m. a summary is read out from the Dutch papers, but in addition we Englishmen see a copy of the unspeakable 'Daily Mail' about three days after date, with occasional interruptions, presumably by the censor. It is rather more endurable than at the beginning of the war, but there is still

TAX ON CHEQUES, ETC.

Bookseller and Stationer has had a number of enquiries regarding the proposed tax on cheques and for the benefit of readers who may be in doubt as to the provisions respecting cheques the following resolutions of Hon. Mr. White are published herewith:

8. *That no person shall issue a cheque payable at or by a bank and no person shall negotiate a bill of exchange through a bank or deliver a bill of exchange to a bank for collection unless he affixes thereto a stamp of the value of two cents; that a cheque or other bill of exchange made or drawn out of Canada in the possession of a bank in Canada shall before payment or presentation for payment have affixed thereto a stamp of the value of two cents, and the value of the stamp shall be chargeable to the person entitled to the proceeds of the cheque or bill;*

9. *That every customer of a bank shall affix to a receipt for money paid to him by the bank and chargeable against a deposit to his credit in the bank a stamp of the value of two cents;*

10. *That every express company carrying on business in Canada shall, before the issue of a money order or traveler's cheque, affix thereto a stamp of the value of two cents chargeable to the purchaser of the order or cheque or to the payee thereof;*

11. *That no money order or postal note shall be issued under the provisions of the Post Office Act until there is affixed thereto a postage stamp of the value of two cents and one cent, respectively, to be paid for by the purchaser of the order or postal note, and upon such stamp there may be printed or impressed the words "war tax."*

room for improvement. You know me well enough to be aware of my tendency to jingoism; but even a Jingo must have been sickened by the D. M. The Germans were Huns, savages, beasts; they were putting their whole population into the ranks; they could not shoot; they were imbeciles, cowards, drunkards, etc., etc. Our gallant, noble, ideal, immortal army was rapidly pulverizing them;

they didn't stand a chance, etc., etc. And yet the Germans came on and on. With the retreat from the Marne the Mail became almost incoherent: the Germans would never stop till they got to Berlin, etc. And yet the Germans have stopped a long, long time. Thank the Lord, some Service men wrote frankly to the D. M. and its big and blustering brother, the 'Times,' and implored the sub-editors not to be absolute lunatics. After that, things improved a little; though only a few weeks ago the Russian set-back at Lodz appeared in the D. M. as a colossal German debacle. I don't know how many 'Huns' had been taken prisoners, according to it—some millions. The Russian general staff issued a wise and manly caution against believing such fantastic rubbish. The French papers said quite openly that the English press was insanely 'optimistic'—to degrade a noble word."



WEST IS GETTING DOWN TO BUSINESS.

AN interesting visitor from the West last month was H. W. B. Douglas, of Edmonton. A good idea of the retail book and stationery establishment of which he is the head, was given in the January issue of Bookseller and Stationer. Questioned as to the present outlook in the West, Mr. Douglas said that while he had abundant faith in the West as a whole, he was in a better position to speak of Edmonton in particular, together with that vast territory of which it is the metropolis.

While trade was backward, in keeping with the general conditions in Canada and elsewhere, Edmonton was no harder hit than Toronto or other Eastern cities. The same, from what he could learn, might be said of Winnipeg.

The fictitious values created by extravagant real estate speculation were a thing of the past and another beneficial result was a slackening in rents which had been unwarrantably high. The truth was that the West was getting down to real business and while the sensational features of boom times would not likely be evidenced again, great expansion would surely proceed and in this connection Mr. Douglas spoke especially of the great Peace River district. Two Alberta Government railways were pushing far into the country to the north-west and the north-east of Edmonton, and had already been completed for several hundreds of miles.

This assured a great future for Edmonton.

The MacLean Publishing Company LIMITED

JOHN BAYNE MACLEAN - - - President
H. T. HUNTER - - - General Manager

PUBLISHERS OF

Bookseller and Stationer and Office Equipment Journal

ESTABLISHED 1885.

FINDLAY I. WEAVER - - - Manager

CABLE ADDRESSES

CANADA: Macpubco, Toronto. ENGLAND: Atabek, London, Eng.
OFFICES

Montreal 701-702 Eastern Tp. Bk. Building. Phone Main 1255
Toronto - - - 143-149 University Avenue. Phone Main 7324
Winnipeg - - - 34 Royal Bank Building. Phone Garry 2313
New York, R. B. Huestis, 115 Broadway, N.Y. Phone Rector 8971
Boston - - - Room 733, Old South Building. Phone Main 1024
GREAT BRITAIN—

London - The MacLean Company of Great Britain, Limited,
88 Fleet Street, E.C. E. J. Dodd, Director.
Telephone Central 12960. Cable Address: Atabek, London, Eng.

SUBSCRIPTION

Canada, \$1; United States, \$1.50; Great Britain and Colonies, 4s
6d.; elsewhere 6s.

PUBLISHED MONTHLY

Vol. XXXI.

MARCH, 1915.

No. 3

The Budget

AS a result of the tariff changes announced in the Budget brought down last month, many stationery lines have been affected. While the increases in the tariff were not entirely unexpected, there were a few surprises. Very few men in the trade have expressed any decided views on the effects of the changes. Taxes which at another time might evoke sharp criticism may be accepted under present conditions with something like equanimity. The addition of 5% on British goods, 7½% on other goods and the abolition of the free list with a few exceptions are the main features of the Budget. Mr. White has had to make the best of a troublesome situation and it will be much easier to find fault with his proposals than to offer anything better as a temporary and convenient money-raising method. The tariff changes are fully dealt with elsewhere in this issue. Many price adjustments will be made in an upward direction. On a number of lines prices have been temporarily withdrawn, pending readjustments of costs and selling prices.



What "Hard Times" Talk Does

"TALKING about a financial depression, brings one about as quickly as anything else," remarked a business man the other day to the writer.

How true that is!

"I remember," he added "that back in 1907 when the last depression was just in its infancy we had a case in point. One of our accounts located away up in Ontario several miles from a railway station whom we had billed as usual, wrote to say that owing to the financial depression he would like a little more time to pay his bill. At the time there was just a mere talk that one was on the way. He had seen this in one of the newspapers and used it as an excuse to hold back his payments."

Here is something about which the trade should be very careful. There is altogether too much talk

about hard times. The effect this has on the farming community is sometimes magical. Farmers and others too frequently plead poverty without cause, simply because they are pretty sure they will be believed when everyone is talking hard times.

This story is told of a farmer and vouched for as absolutely authentic. He asked his local merchant whom he owed an account of \$50 or more for the loan of \$27. The man was a bit slow but nevertheless was a good account and the merchant gave him the loan. A day or two later by accident he learned from the local banker that the farmer in question had deposited \$100 the previous Saturday. This naturally made him suspicious and he took the matter up with the farmer next time he came to the store. The confession was eventually wrung from the customer that he needed just the \$27 to make the bank deposit an even hundred.

During the present crisis every retailer should make it a point not only to go after the farmer's business strenuously, but to insist to the very limit that he pay his bills promptly. The farmer has the money to-day and there is no reason why he should not pay his accounts promptly.



Getting After Country Trade

"OUR business last year," remarked a small town merchant carrying books, stationery, china, wall-paper and other associated lines, to the writer the other day, "was away ahead of that of 1913—in fact, ahead of any year in our career."

"Why, we'd never know there was a big war on if we did not see it in the newspapers," he added.

There you have in a nutshell the conditions of business among the more aggressive merchants in the smaller centres of the country where farming is the industry depended upon to a large extent.

"There is every reason," he went on, "why business with us should have been better last year than the preceding one. Isn't the farmer getting more for practically everything he produces? Look at the price of wheat and oats and hay, butter and eggs and hogs. The farmers in our district were never better off and as we went after business good and strong, we got it."

"Are the mail order houses getting much from your community?" he was asked.

"Not a great deal," was the reply. "You see we keep the post office here and we know pretty well who attempts to buy from out of town. We do not make it a point to find this out—we simply cannot help knowing. Catalogues come through frequently to several of our patrons and of course are passed on as if we knew nothing of them. We get the catalogues too and study them. In fact, one or two of them lie around the counters all the time, just so that they will be handy when required."

"Let me give you a concrete example of how the other day I won over a customer from sending a lot of her money to one of the big stores. I knew she had received a catalogue and that sooner or later she would be sending a \$25 order to ——. So when she came in that week I took her in charge myself. After she had given her order—and the family had been enquired about—she was about to leave the store. Going towards the door we passed the china counter. Of course I knew the woman well, so I asked her opinion on a new set of dishes we had

placed in stock about that time. She looked the dishes over carefully and admired them, for the set was a pretty one.

"Do you know," I said, "I was just looking through . . . 's catalogue and saw exactly the same set for \$2.50 more than what we are selling them at." I picked up the catalogue near by and showed her the exact set. It surely opened her eyes. I didn't expect she was in the market for a set of dishes and neither was she. But my aim was to show her that we could sell goods just as cheaply if not cheaper on the whole than the mail order houses.

This same merchant told a sequel to this story. A week or so later the customer came in to look over wall-paper stock. As the majority of merchants in the smaller centres know, the mail order houses usually sell wallpaper at little margin, but they make up on the border. They were played at their own game and the merchant in question had no difficulty in getting the wallpaper order at a substantial margin, too.

If the retail trade is anxious to curtail the enormous business the mail order houses do with the rural population of the country, serious thought must be given to methods of convincing the public that it is making a mistake by going past the local dealer. The business of one at least of the large Toronto mail order houses during 1914 eclipsed by a good deal any year in the past. That house was particularly aggressive in going after the business. Remember that the chief features of the catalogue that get the bulk of the mail order business are the pictures of the goods and the convincing descriptions of them.

Every merchant knows that apart from a few districts throughout the country the farmers are today the most prosperous people, because of the fact that the war has brought to them opportunities that otherwise they would not have realized. Prices are high in all grains, and it begins to look as if wheat will reach the \$2 mark before the next crop is harvested. Bookseller and Stationer would appreciate any instances of how merchants have increased their business in rural communities.



The "Scrap" Habit

THE bookseller and stationer should himself cultivate the "scrap" habit and one natural result will be that he will sell more scrap books because of the keener appreciation he will then have of their use and value.

Many of the most brilliant advertisers and correspondents accumulate a vast store of ideas by filing away for future use designs, display ads, booklets, mailing cards, letters or parts of all these. These are "scrap," but very useful. A particularly strong sentence or phrase in a letter or elsewhere strikes them as being just right. They "clip" it and put it away.

Possibly a new use for some word, or a new and forceful way of putting something that they have to say every day, may be discovered. It is manifestly, impossible to grasp and hold in the mind all such bits of phraseology, so into the scrap book or file they go.

And the advantage of so doing?

By looking over your files and studying them at your leisure, you can materially improve the quality of your correspondence or advertising "copy" by

keeping it fresh and crisp; by keeping your language from getting into a rut and losing its force.

The booklets and designs, of course, will only serve as "suggestions" or models; but it is always well to have these models before you, if only to aid you in creating something different. So cultivate the "scrap" habit.



Business Re-organizing

ACCORDING to a financial paper some of Canada's industrial institutions have felt the pulse of easier money. From the centres of wealth in the United States enquiries are being made with a view to the investment of money. The bears of some years on the south side of the line now see for the next few years a period of prosperity. They base their hopes upon the abundance of easy money. This they believe will stimulate industry. That easier money is finding its way into Canada. Already it has sought somewhat vigorously our high-class securities, and now it is looking for employment in other lines where the returns are higher. The evidence of this movement is not yet very pronounced, but it is to be found.

All the reports of the financial organizations are of a very optimistic character. Bank presidents and directors are especially so. There is more activity in the stock markets, and security houses are more optimistic generally. Many industries are beginning to take back their men. Unquestionably the business of the country is being reorganized, and for that purpose "our house has been set in order."

Stocks in wholesale houses are lower, and those in retail stores also. At some of the largest jobbing centres stocks are said to be only 50 per cent. of normal. This condition cannot remain as it is. Meanwhile the people are continuing to avoid incurring liability, and have very appreciably lowered that which accumulated during the years of abnormal expansion.

We can look forward, therefore, to a steady improvement, which will become quicker as a new crop season approaches.



COSTS SHOULD be watched very closely.

SPREAD THE Gospel of good cheer—be optimistic.

AN EFFECTIVE advertisement must say something worth while about the goods.

LEARN TO measure your days by the work accomplished rather than by the hours put in.

WHEN THE price of any commodity goes up there is always somebody to cry "another trust!"

ADVERTISING is insurance. It insures future business, as well as building up present sales.

THE SPECIAL war tax that the Government has placed upon letters, money orders, postal notes and cheques, makes a "Buy-at-Home" Campaign particularly attractive at this time. Every order to a mail order concern will hereafter have to bear at least three cents more to send and it is only logical to argue that the mail order houses are going to add their extra cost in postage and shipping due to war taxes to the cost of the article.

Live News of the Stationery Trade

Gleaned from All Parts of Canada

A new retail establishment in Nova Scotia is Murphy's Bookstore.

A. E. MacCallum, representing Verdier, Limited, greeting-card publishers, of London, England, is at present in Canada in the interests of this firm.

W. P. Duncalfe succeeds D. R. Black in the drug and stationery business at Cartwright, Manitoba. Mr. Black had been in business there for the past five years.

William Neilson, who died in Toronto on Feb. 11th, and who was for 25 years prominent in the confectionery business, was at one time a bookseller and stationer in Brockville, Ont.

Fire damaged the Masonic Temple at Regina, Sask., to the extent of \$10,000. The cause of the fire was defective insulation. The Willson Stationery Co. were the heaviest sufferers.

L. G. Beebe, manufacturers' agent, Toronto, has been appointed Canadian sales representative of the firm of Albright and Lightcap of Ravenna, Ohio, manufacturers of toy marbles.

A. R. MacDougall & Co. have been appointed Canadian representatives for Annin & Co., the New York manufacturers of flags and pennants, and their travelers are now showing the line.

The Eagle Pencil Co. of New York is to build a new ten-storey fireproof storage and office building at 703-711 E. 13th street, running through the block to 702-718 14th street.

Interesting and significant advice which comes from Winnipeg is to the effect that Russell Lang & Co., booksellers and stationers of that city, have just closed their biggest year, their business being 5 per cent. better than in the preceding year.

By an unfortunate error, which occurred in the description of the store of the Douglas Co., Limited, Edmonton, appearing in the January issue of Bookseller and Stationer, it was stated that the company was established in 1902 by W. J. Douglas, whereas the founder of the business was H. W. B. Douglas, the present head of the concern.

L. J. Cowie, well known in Canada by reason of his connection with the ribbon and carbon business in this country, is the sales manager of a new company in New York known as the Transfer Pro-

ducts Co., with headquarters in the Woolworth Building. Their line is being introduced under the trade slogan of "Quality First is Safety First and Always."

A Change at Sudbury.

Frank Muirhead, who succeeds Daniel Bakie in the book and stationery business at Sudbury, Ont., was Mr. Bakie's right-hand man for the past 16 years. Mr. Bakie conducted the business there for 24 years. He will continue to be a resident of Sudbury, retaining his office of Collector of Inland Revenue.

Sifton & Co. Retiring.

Sifton & Co., who have been in the book, stationery, fancy goods and china business at 168 Dundas street, London, Ont., for the past twenty-two years, are retiring from business. The stock is being sold out by special sale, and March 31 is set as the date for finally closing the business. Liberal newspaper space is being used to advertise this big sale. This began with a half-page advertisement on Saturday, Feb. 13, being followed by weekly advertisements. The first announcement explained that the premises had been leased to other tenants, and that on March 31st would cease to be a book, fancy goods and china store.

A representative of Bookseller and Stationer recently visited the paper mills of the Eaton, Crane & Pike Co. at Pittsfield, Mass., and in conversation with G. C. Percy, learned that this company, together with the Crane Mills, of Dalton, Mass., have erected a costly miniature manufacturing plant to illustrate methods of making fine writing paper as a feature of their exhibit at the Panama-Pacific Exposition in San Francisco. This paper-making plant consists of one small beating machine, which shows how linen rags are beaten into pulp and then from this plastic state fashioned into sheets of paper, a process which usually proves a source of wonder to the uninitiated. The exhibit will also include an envelope cutting machine, a gumming machine, envelope machine which makes the complete envelope from the odd pieces of paper cut by the die; the boxing of both paper and envelopes by hand and embossing machine which stamps and illuminates monograms, crests, etc., and imprinting machine which impresses the dealer's name under the flap of the envelope.

The fair opens on the 20th day of

February. All the work was recently completed at Pittsfield, then the structural work was knocked down, packed and shipped to San Francisco.



BOOK DEALERS AND STREET DEALERS.

Object to Sales of Magazines and Books at Stands on Corners.

Montreal, Feb. 4.—Book dealers of Montreal have been hit by the increasing number of street vendors, who sell magazines in addition to the daily papers. Thirty-five of the leading dealers of the city have petitioned the mayor to take action in this matter. The petition was forwarded by A. T. Chapman. There are a number of these street dealers located in the nooks of buildings and their business appears to be increased to such an extent as to affect the sales of magazines by the shops. It is also claimed that some of these dealers are even engaging in the sale of books. The bookshops point out that they are under heavy sums in taxes. Hence their request to the city to prohibit the sale of magazines by street dealers.

The Newsboys' Position.

To the Editor of The Standard:

Sir,—In reference to an article in an evening paper regarding a petition sent to the City Council by the booksellers of the city protesting against the newsboys selling magazines on the street corners, I wish to state that the boys have been selling these books for the last forty years. I was the first one to start doing so. I do not see why the booksellers should object now in these war times and considering the high cost of living. These boys attend school during the day and they cannot make enough selling evening papers only. Therefore they must handle magazines to make a living. A great many of them are the sole support of sick parents, and the women in many cases are supporting sick husbands or children.

At our next meeting this association will formulate an objection to this "petition." Our fair-minded public, I am sure, will like to have the views of some fair-minded and influential citizens in writing.

PETER MURPHY.

Pres. Newsboys' Protective Assn.
Montreal, February 8.



In the long run, service is what you pay for, always. The goods, as goods alone, are incidental. Service implies quality, fair prices, safe treatment and honesty in every detail of every transaction.

Book Trade Activity in Montreal

Dealers are Specializing in Military Books—Half-Price Tables in Evidence—Sales Made by Sending Books Out on Approval.

Montreal, March 1.—Many dealers have found it necessary and advisable to specialize in military books, on instruction, tactics, etc. These help to make up for the falling-off in sales of other lines. There is a call for works dealing with Nietzsche and Treitschke; also for histories of countries at war. For instance, works like "Europe Since 1815" are enjoying a sale.

A considerable proportion of the public seems to be trying its best to get away from the war, and to secure books which will divert their minds from it. This will ultimately have a good influence on the sale of copyright novels. Novels like "Mr. Grex of Monte Carlo," of absorbing interest, are good sellers. "The Pastor's Wife," by the author of "Elizabeth and Her German Garden," is still selling well, largely because of its humor, and also because it deals with the social life of Germany. Sales of illustrated papers keep up. King Albert's book is having a magnificent sale.

Dealers are finding it difficult to put pep into business. People are not buying freely, and are holding back. Sales of books at bargain prices do not seem to draw. If people want books, they will buy them, regardless of prices in most cases. There are half-price tables in many stores, but even these are slower than usual. However, that seems more practicable and preferable to giving a big discount on all lines.

One house is using the system of sending out cheap books of universal appeal on approval. A typical example of the books being sent out is "Prophets, Priests and Kings," by Gardiner. These are sent out indiscriminately in good neighborhoods, but care is taken not to send them to good customers, who would likely be offended. Opportunity is taken to enclose catalogues; so that where the sale of this particular book might not be effected, sales from the catalogue are possible. A collector is sent around after several days, either for the money or the book. Co-operation of the publishers is secured in this scheme. The scheme does not work out too well. About twenty-five per cent. keep the book.



The service store is the "serving" store. It is also the honest advertising store. By this you may know it always - anywhere.

New Home for R.M.A.

Have Leased Large Building for Future Rooms —
Renting Spaces to Manufacturers for Permanent
Exhibits — Move March 1.

THE Retail Merchants' Association, Ontario Branch, have become identified with an important undertaking in which members throughout the province will be greatly interested. A new home has been found. For a long time the offices of the organization have been located at 21 Richmond Street West, Toronto. These premises have now become inadequate. The Retail Merchants' Association is, as the trade understands, composed of many sections. On some afternoons and evenings several of these meet at once and sometimes the present offices cannot accommodate them all, with comfort to one another.

This condition of affairs sent the officials out on a quest for other premises that presented more scope for their operations and they have found their new home in the old Y.M.C.A. Building, at the corner of McGill and Yonge Streets, a short distance south of College Street. The first floor up and the one above it have been leased for a term of years. It is said that the arrangements were completed last Saturday and the offices will be transferred almost immediately.

On the first floor up will be the secretary's office. This floor also contains three large rooms and it is really here that the interesting and unique part of the move is to be found. The Association has divided these three rooms off into spaces which will become permanent manufacturers' exhibits. These exhibit spaces are being rented at so much per month to various manufacturers who will have permanent displays of their goods in them. Altogether there are 30 spaces and at time of writing 16 have been spoken for, and those after only three days canvass.

For the benefit of the manufacturers who take spaces there will be a special exhibitors' room on this floor where there will be writing desk and telephone accommodation, etc.

There will also be an inquiry office on the first floor up which will be maintained by the association.

On the floor above which has been leased as well, there are a number of committee rooms for the accommodation of the members at their regular meetings. There are a sufficient number of these to accommodate as many sections as may be meeting at any one time.

The Retail Merchants' Association see a great future here for the development of their work. Their new quarters which are centrally located, will be in reality splendidly equipped "club rooms" where members may drop in any time they are down street and where members from outside the city will be able to have their headquarters when they come to Toronto. The retailers hope and expect that their newly acquired premises will soon become an important centre for wholesalers and manufacturers. The place may perhaps become to be called "The Retailers' Temple." It is the intention of the officials at the present time to have billiard, card and lounging rooms for the accommodation of members.

Unless something unforeseen happens, the new rooms will be occupied by the first of March.

On the ground floor and entering from McGill Street is a large auditorium, capable of seating 1,200 people, and the association will have the use of this once a month. Their big conventions will also be held there, if necessary. The entrance to the main offices will, however, be off Yonge Street.

Ideas For Building Up Business

Original Suggestions and Methods Successfully Used by Other Dealers — Information That Will Help Retailers to Make Trade Hum.

IN the news branch of the business of booksellers, there is a wonderful scope for developing more trade.

Think of the large proportion of magazine readers who buy single copies from the newsdealers rather than subscribe for periodicals by the year. Some probably prefer to pick and choose each month, taking those copies with contents making the strongest appeal, thus more than repaying the few cents of added cost. Then again, many of these purchasers have formed the habit of buying magazines and in many cases they would continue to be regular purchasers even if induced to subscribe for one particular magazine to be sent by mail, all of which proves that such customers like to come into your store and what better prospect could you possibly want? Keep in close touch with those customers and cultivate their close acquaintance. Find out the subjects they are particularly interested in and tabulate it on a reference card to be filed in special card index file, arranging them alphabetically, so that they may be produced at a moment's notice. That information will enable you to sell more copies of issues of magazines featuring articles on certain subjects that command wide interest, and many of these purchasers would be good for sales of books dealing more comprehensively with the same subject.

It is by intensive sales cultivation of this or a similar nature that merchants will be able to dispel the "business is rotten," bugaboo.

In Saskatoon.

The Saskatoon News Agency realizes the value of magazines for attracting business. They issue lists and circulars and an illustration used promiscuously is an old bookworm, which design has become familiar to all Saskatoonians by reason of the wide and continuous dissemination of the advertising matter put out by this house. There is hardly a piece of it that does not somewhere show this diligent reader.

One of these pamphlets is devoted chiefly to British periodicals. They are alphabetically listed with prices of single copies and annual subscriptions.

Display advertisements appear on different pages, featuring paper bound novels, and such books as ready reckoners, letter writers, toast books, commer-

cial calculators, various statistical books, dictionaries, books of games, cook books, etc.

Another advertisement deals with Saskatoon local postcards.

Another interesting circular contains an announcement regarding the firm's stock of technical books for tradesmen, mechanics, students and experimenters, "catalogue free on request."

Designs are reproduced herewith, of cards used in index files for the purpose of systematically keeping track of subscribers and special orders.

Fig. 1 is of the card used for subscriptions booked for periodicals, while Fig. 2 is of the card used for keeping track of orders received for books not in stock.

THE RAMBLING DOLLAR.

The "trade-at-home" dollar, which was put in circulation in Iowa, November 21, by Archie B. Spurgin, president of the Retail Merchants' Association, was recently returned to him. The dollar was spent fifty-three times and Spurgin estimates that it earned more than \$10, besides teaching the moral that it is best to trade at home. The dollar was placed in circulation to give people an idea of how much good a dollar will do if spent at home.

A dollar bill was pasted inside a bank book and instructions were written on the fly-leaf for the possessor of the bill to make an entry each time the money was spent, telling with whom it was spent and for what.

Name Date
Address

Period		Publication	Price
	Months		
Sent To			Cost
Start		Expires	

Fig. 1

PUBLICATION:
 PRICE \$
 NAME:
 ADDRESS:
 SALESMAN: DEPOSIT \$ DATE
 ORDERED FROM: DATE
 REPORT:

Fig. 2

PROFITABLE PUBLICITY

SYSTEM IN ADVERTISING THE STORE.

A young man who was taken into partnership with his father, an established retail stationer in a good-sized city, sought to induce the father to spend several hundred dollars in advertising the business and after much argument succeeded. He tells of some of the ways in which the money was spent, as follows:

"Of the \$750 that we could plan to spend \$400 was to be used in the leading local newspaper. We did not fix any definite space to be used. Some items require more space than others. The size of the advertisement depends upon its nature, what we had to say and the season of the year. The amount of advertising to be done at different seasons, however, was definitely fixed. We were to have an advertisement three times a week during the busiest months of the year, while during the dull season we would advertise in the paper only twice a week, and sometimes only once a week.

"We found that it was seldom that our newspaper advertising brought many direct returns. When we advertised a new novel, school books, holiday goods, or some such thing, we could see an immediate increase in sales on the items advertised. But with filing cabinets, engraving, stationery and other staples we could seldom trace any direct returns at all. Our satisfaction on this point had to lie entirely with the amount of sales shown by the books at the end of the year, and they did show a handsome increase.

"The next step after deciding on the newspaper campaign was to circularize a list of several hundred names, but we did not write one form letter for everybody. Instead, we wrote one letter for society women, another for retail merchants, another for professional men, and still another for school teachers.

"This circularizing brought excellent returns. It was the method of doing it, rather than the letters or the character of the goods advertised. It is a good thing to classify a mailing list so that you will approach each person on the subject in which they are most interested. It is not often that there is any one item that will interest everybody.

"We next printed some small blotters that could be sent out with our state-

ments, bills and other correspondence. These blotters didn't show any fancy pictures; in fact, they didn't have anything but a little terse, snappy advertising talk, but they brought good results, in the way of increased business.

"In addition to our own advertising, we made the most of the help that we were able to get from the manufacturers of the various lines we sold; at least a dozen of the manufacturers furnished us with circulars, booklets, signs, and other helps. Particularly useful were the little envelope enclosures that we secured in this way. These didn't cost us anything, either for the circulars themselves, or for the mailing, as we sent them out with our statements and bills, but they helped to make sales, which was what we wanted.

"The net result of our first year of advertising was most satisfactory. We expended \$810, and it brought us an increase of several thousand dollars in the volume of business, without any increase

in expenses of doing business, such as rent, clerk hire, heating and lighting."



A GOOD WAR BOOK ADVERTISEMENT.

Here is a suggestion for a book advertisement which has been selected from the war book publicity of a Chicago firm of booksellers:—

"The newspapers give you the latest news from the front. But if you would have an intelligent understanding of the present situation in Europe, of the real causes of the war and of the events that led up to it, you will turn to books. There is a wealth of literature bearing directly on the subject obtainable. We have carefully selected the best from the great mass of material published, and you will here find listed and briefly described those books which we can confidently recommend to you as being worthy of your attention.

"Surely you will want to be properly informed about the most stupendous event in modern history. Surely you will want to read at least a few of the books listed here. "Any book listed will be delivered, charges prepaid, on receipt of price."

Adopt this, following it up with a list of books of war interest; especially featuring those in stock, which should include the most important titles.

Build Up the Home Town

If you want to live in the kind of a town,

Like the kind of a town you like,

You needn't slip your clothes in a grip

And start on a long, long hike.

You'll only find what you left behind.

For there's nothing that's really new.

It's a knock at yourself when you knock your town.

It isn't your town—it's you!

Real towns are not made by men afraid,

Lest somebody else gets ahead.

When everyone works and nobody shirks

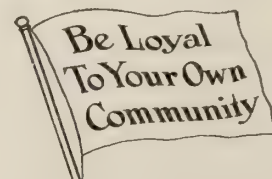
You can raise a town from the dead.

And if, while you make your personal stake,

Your neighbor can make one, too,

Your town will be what you want to see.

It isn't your town—it's you!



New Goods Described and Illustrated

Touchwood Novelties.

Some of the newest articles that are expected to find a ready market are the "Touchwood" novelties, introduced by Shackman's of New York. These are made in two assortments, gentlemen's and ladies'. These are all miniature figures with wooden heads and imitation precious stone eyes, and mounted in gold and silver. The gentlemen's assortment consists of watch charm with either the figure of a man or a woman, a watch fob, a tie clasp, and a scarf pin with either a man's body or a woman's body. The ladies' assortment embraces hat pins with small or large head in silver, hat pins with head and body in silver or gold, and breast pins in silver or gold. These novelties will appeal to the superstition that is almost universally inherent and will appeal with equal strength to both men and women. Every article is mounted on a card with very clever sayings and each card is enclosed in an envelope. These novelties are odd and very attractive. They can be sold at prices which will net the retailer a handsome profit and demand immediate investigation.

Penknives as Watch Charms.

Encouraged by the fad now in vogue of using highly-finished pen-knives as watch charms, a Connecticut firm has just placed on the market an entirely new line, which promises to sell well.

These knives are of very fine workmanship and not only attractive but capable of surviving as much usage as the best. The frames are of satin finish gold and are guaranteed for twenty years. They are made in many shapes, each one neat and novel. The designs on the frames are hand-engraved and space is provided for the initials of the wearer. These knives can be secured in plush-lined boxes or mounted on boards and make a very pretty display. The knives are made to be attached to a chain.

The knives may also be had with the chain and a clip attachment, all in heavy gold plate. The knives will prove popular in summer when vests are discarded, for the clips can be fastened to the shirt. The chain suspending to the pocket will look rather "dressy."

A new line in the Holman albums for photographs shown by A. R. MacDougall

& Co. is one with a flap over the cover, constituting a pocket for films.

Another new item in the Holman is a record album to accommodate regulation size phonograph disc records.

"Kildare Linen" Stationery.

The latest "Made in Canada" stationery added to the line of Buntin, Gillies & Co. is "Kildare Linen." It is a heavy, white, linen-finished paper with a smooth



writing surface. It comes in the latest sizes and shapes, and the makers in introducing this new line did so with a view to meeting popular demand.

A New Clip Binder.

The Progress Clip is a new product of the Boorum & Pease Co. It is strongly constructed, being attached to the back cover and operated by a lever so arranged that the clutch remains open to remove or insert leaves. There are six sizes, 6 x 9½ to 14 x 8½ inches. The binding used is the pebbled black cloth, stiff cover.

Moorish Linen is the name of a new line of correspondence paper put out by the Whiting Paper Co., in one-quire papereries both in white and tints. The boxes are covered with paper the same color and quality as the contents, the covers being die stamped, and the stock in the boxes being tied with broad silk ribbon matching the color of the contents, an innovation that should appeal to people who are ever on the lookout for new ideas in correspondence papers.

The Westcott Jewel Co., the ruler makers of Seneca Falls, N.Y., have just introduced two new flexible rulers made in wood and flexite. Some of them have brass ends, providing against broken corners, and others are similarly protected by a method of barbing one edge of the steel which is rapidly replacing brass for this purpose. This is a patented process which holds the edge in securely.

The Golden Gem Adding Machine is a new product intended to retail at \$10 in the United States. It weights 19 ounces, is made of steel and brass, and is nickel plated. The manufacturers claim that there is nothing intricate about the machine to get out of order. The Golden Gem adds, subtracts, multiplies, checks mental calculations, and is suitable for personal, desk or office use. It is made by the Automatic Adding Machine Co., 154 Duane street, New York.

The Ideal Type Cleaning Apparatus is the product of Daniel Adams, 30 E. 42nd street, New York. This device cleans type automatically, has a container for benzine or alcohol, with a cleaning brush and a drying brush combined, being self-feeding, self cleaning and non-leakable.

Filtered mucilage has been introduced by the Traddens Davids Co., together with this slogan "No more sand—no more bark—a smooth, evenly distributed spread."

Pen Clip With Calendar.

A novelty recently introduced by the Argus Manufacturing Co. is a combination fountain pen clip and calendar, as illustrated here. The calendar can be readily changed from month to month. The same idea is worked out for pencil clips.

These items are being retailed at 10c in the United States. It is pointed out that the calendar idea is such a novelty that it is very easy to interest nearly all fountain pen-holders, and the model for use with pencils extends the appeal to practically all men.



Full Size

FIVE TO TWENTY-FIVE CENT BUSINESS

Variety Trade News

The craze for beads and bead necklaces which many retail stationers in different sections have been able to turn to profitable account, shows no signs of abating, and beads promise to be in big demand the coming spring and summer.

A feature of the business is the demand for odd and quaint beads of all kinds. Some firms that formerly were kept busy making barbaric supplies for the natives of South Africa, India and other lands where primitive peoples dwell are now supplying more elaborate but still quaint and artistic beads for fashionable women all over the world.

Some of the necklaces are shown in a variety of colorings, and it is because of the beauty of the color combinations rather than their costliness that they are valued. The necklace worn sometimes harmonizes with the gown and sometimes furnishes a high note of color relief, and with these beads a woman of taste can produce some telling artistic color effects. Many of these items are suitable for feature displays in the department devoted to goods at 25c and less, but others sell as high as \$2.50 a string.

Beads for necklaces are in all sizes and shapes, round beads, beads oval and flat, oval and olive-shaped beads and bangles are shown in abundance, and there is much combining of color, such as black and amber, black and white, blue and white, as well as crimson, green, garnet, gray and various other shades.



The live merchant will lay plans to clear out winter lines. Keep the slow-moving lines well displayed so that the stock to be put in the background as spring approaches may be reduced to a minimum. Plan some new methods for each day in order to get attention to these items. Everything which comes under the heading of winter merchandise should be pushed assiduously in the next few weeks.



The jewelry showing comes chiefly in black and white, that is, in jet, crystal and pearl. Earrings are well worn and nearly all the stock shown for sale in the novelty stores are of the variety that screw on. Baroque effects in pearl, both white and tinted, are good. Some of these

New Department

Various lines useful in the home at popular prices, ranging from 5c to 25c each, such as Dust Pans, Hammers, Hinges, Picture Wire, Flour Sifters, Lines, Tacks, Tooth Picks, Machine Oils, 2-in-1 Polish, Picture Hangers, Screw Drivers, Snap Hand Cleaner, and various other lines too numerous to mention.

OUR CHINA SALE IS STILL ON

At prices never before shown here.

25c worth of Writing Paper and Envelopes at 11c.

Come in and see whether you want anything or not.

HOLLIDAY'S BOOK STORE

Talbot Street

Maxon Block

How a Leamington Bookstore adopted the suggestion offered last month in this department.

are quite large and look as though they were stuck on the lobe of the ear. Pendants are in high favor and are growing larger; few are of the ring or circle order, the majority being on the elongated drop order. Some of the newest styles are of silver and jet set with rhinestones.

All kinds of neck ornaments are in high favor and the newest lavallieres come in this sterling black enamel and rhinestones. Cat jet beads are good and the outlook was never better for strings of pearls. These bead strings do not hang down but clasp the neck closely.

Brooches have not been in the limelight for quite a long time; now the turn fashion is taking for things that are early Victorian has caused a revival of interest in brooches. The new brooches are very modest looking; they are cir-

cular and an inch or so in diameter. These brooches come in jet and in sterling, and silver and gold set with pearls, rhinestones and mock jewels.



PRICE RESTRICTED WINDOW DISPLAYS.

While it is advisable to have a department in which there is a price limit, that is having goods priced at either 5c to 15c, or making the limit 25c instead of 15c, this restriction need not necessarily apply in the case of every window display including goods from that department. For instance, a special window of goods selling at \$1 and less can be depended upon to attract good attention, especially if one or two exceptional bargains are included at \$1.

Considering the large variety of goods suitable for arranging especially successful displays, even the merchant of mediocre ability should be able to make his show window interesting and successful if frequently changed, even though the displays evince no special ability in arrangement.

The merchant who does not judiciously use his windows does not deserve to succeed in business.

A dilapidated looking lot of goods lacking systematic arrangement and effective display and arrangement by reason of frequent pulling about, is a reflection on the store and naturally leaves the impression that the store is of the variety usually dubbed "junk shops." The thing to do is to "put on a good front," by putting the best effort into the preparation of displays in the show windows and making a continual study of keeping up this efficiency.



SHELF PAPERS.

The season of Spring house-cleaning is nigh, and any article that attracts the housekeeper will sell. No good housekeeper considers that she has completely finished the work until her shelves are neatly papered. An attractive item that will appeal at the present time consists of shelf papers with an attractive edge. These papers can be had in an assortment of designs, some of which are in lace patterns. These papers come in packages, and retail as low as five cents.

Fancy Goods, Toys and Novelties

Toilet Accessories for Sale in Book and Stationery Stores — The Toy Fair in New York — English and French Toys Supplanting German Lines.

MANY stores that do not have a full department devoted to toilet goods sell quite an assortment of toilet sundries in the shape of ivory goods, brushes and combs, tooth brushes, manicure sets and separate articles, button-hooks, etc. There is a very large sale for powder-puffs of all kinds, for the old-time swansdown puff has no longer the field to itself and powder-puffs to-day come in a great variety of materials. Some are of chamois, others of wool, and some of silk or velour. These puffs are put up in many ways, from the simple package to quite an elaborate box. A new way that is very much liked consists of a small chamois bag into which the powder-puff is slipped and secured by a flap having a snap fastener. Very attractive vanity cases are made of pongee or chamois, and are fitted with various vanity toilet articles, including the powder-puff, comb and brush, and various manicure accessories.

Manicure sets are put up in fancy boxes that can be retailed at both popular and better prices. As a rule the assortment includes a buffer, orange-wood stick, emery boards, box for nail-bleach, nail file and cuticle scissors. Considerable importance is attached to the handles: some come in French ivory, others in ebony, and others in highly-polished nickel. Mother-o'-pearl and pearl and chased silver makes a very popular handle in the better-priced lines.



Lewis Wild, manufacturer of toys and games, London, England, is now represented by L. G. Beebe of Toronto as Canadian sales agent. The line is an extensive one, and Mr. Beebe expects to be particularly successful with it because the goods are of a class previously imported to a great extent from Germany. Ship-building blocks and other constructional toys, models of warships, soldiers' suits and uniforms and military puzzles, pistol and rifle shooting sets, water pistols, and a new plastic modeling material called Modello, are included in the line.



A new item in the line of the Canadian Toy and Novelty Mfg. Co. is an enlarged "Siege of Berlin" equipment. This outfit includes Red Cross and soldiers' tents.

THE TOY FAIR IN NEW YORK

An event of unusual interest this year owing to extraordinary trade conditions was the Toy Fair at the Broadway Central Hotel in New York, which opened on February 12th.

There was unusual stir and enthusiasm, the American toy makers feeling that the present situation gives promise of unprecedented prosperity for them.

Among the interesting exhibits observed by Bookseller and Stationer's New York representative was the Tait Specialty Co.'s showing of games, including Tait's golf game. The Worth While Co., of Lynn, Mass., showed collapsible waste baskets in large variety. The Kindergarten Toy Co., of Indianapolis, exhibited Wood-Bildo, a construction toy which can be shaped into numberless models. R. J. Munn & Bros., Melrose Highlands, Mass., introduced a line of handsome fadeless artificial flowers. The automatic, fireless, torpedo cane of the Klotz Manufacturing Company, Chicago, Ill., attracted much favorable notice.

The Burr Vaek Co., of Chicago, were on hand with a striking exhibit of Steele's baseball game. There was a big exhibit of Meccano outfits with which readers of Bookseller and Stationer are already familiar. A similar line was shown by M. Gropper & Sons, 468 Broadway, New York, who also specialize in rubber toys, banks, skates, etc. Graham & Matlack, publishers, of 251 West 19th street, New York, offered a variety in the way of top books, board books, linen books, and collapsible cardboard buildings. B. Wilmsen, of Philadelphia, displayed Christmas tree ornaments and paper novelties. Something new in the way of wood and bronze "book ends" was exhibited by the K. B. Mathes Company, Batavia, N.Y., who also showed novelties for the general souvenir and holiday trade.



ENGLISH AND FRENCH TOYS.

An English toy journal speaking of the disappearance from the recent holiday bazaars in England of the cheap toys made in Germany, which had for many years flooded the Christmas market, in their place were found a plentiful store of dolls and trumpets, railway trains and even airships, all made in England, or in France, and labeled accordingly. France seems to excel in clock-work trains and

ocean liners, while Britain showed herself quite equal to the task of producing workmanlike red cross wagons and a full equipment of stretcher and ambulance men and red cross nurses. There were also miniature airships, which dropped bombs, these being of both British and French manufacture.



NON-BREAKABLE PICTURE FRAMES.

A novelty in picture frames is one just introduced to the trade at a fair price. It is handsomely finished and decorated. In many ways it resembles mahogany and looks very thin. It is one of the new "Framettes" and the handsome wood of the frame is nothing but cardboard and the crystal glass is only Pryoline. They are made in twelve different sizes.

They are non-breakable, cheap, light in weight and so perfectly made as to be taken for the real thing. It is an ideal article of merchandise for the art and post card shop.



HORSE, "SOME ARTIST."

The following sketch was written by a ninth grade school pupil:

One morning before school began I was sitting at my desk when suddenly I heard quite a commotion. I raised the cover and to my great surprise there was my pen and my pencil quarreling. I listened attentively to their conversation and this is what I heard:

"What good are you?" asked the pencil of the pen.

"Well, do tell me of what use you are," replied the pen.

"People can use me in sketching and drawing," retorted the pencil, and so saying showed the pen a sketch what he called a horse and wagon.

"I see only a horse," said the pen. "why didn't you draw the wagon?"

"Oh, I let the horse draw the wagon," returned the pencil pointedly.



Stores that honestly try to serve their customers best simply can't help advertising. It is the way of human nature that when we have spent the best of our brain power and physical and financial resources in building up something worth while, our enthusiasm bursts forth into publicity. We simply cannot restrain the desire to tell others about it.

Photographic Contests Develop Business

Canadian Winter Scene Competition Being Conducted by a Montreal Dealer—Benefits to Be Derived.

A PHOTOGRAPHIC competition of winter scenes, with over \$50 in prizes, is being conducted by Bryson's, Limited, of Montreal, and a neat announcement folder was issued, the inside pages setting forth the particulars of the contest, as follows:

not so much on the value of the prizes as on successfully working up interest on the part of amateur photographers. By enlisting them as active participants in the contest, interest will naturally spread, thus getting the best sort of an advertisement for the store at little expense.

LIST OF PRIZES.

1st PRIZE

Any Photographic Camera or Supplies to Value of \$25.00

2nd PRIZE

Any Photographic Camera or Supplies to Value of \$15.00

3rd PRIZE

Any Photographic Camera or Supplies to Value of \$10.00

12 PRIZES

Of Photographic Goods to Value of \$1.00

Do you realize that the prettiest pictures are to be obtained during the winter season? Look for artistic snow scenes this year and win one of our prizes.

Rules for Competitors.

1. All Entries to be Canadian Winter Scenes only, prints only to be submitted.
2. All entries to be accompanied by one of Bryson's blue labels to be found on every film sold in their Photographic Department.
3. All winning negatives to become the property of Bryson's Photographic Dept., and all negatives to be delivered in good condition before prizes can be awarded.
4. All entries to be submitted before March 31st, 1915, and the results will be published as soon as possible after that date.

got as good prints as the paper is capable of giving. This idea should, of course, be discounted as much as possible whenever opportunity offers. Many amateurs will resent criticism, and it is as well to let alone this class of photographers to revel in the glory of their "none-could-be-better" prints. Other enthusiasts—and we are glad to say we believe these are in the majority—will be only too glad to welcome any suggestions the dealer may have to offer, and advantage ought to be taken whenever opportunity presents itself to drop a kink here and there even if it is necessary for the dealer to go a little out of his way to do it; the added prestige given to the department will amply repay for the little outlay in time and trouble.

One progressive dealer in the West has even gone so far as to institute a department for the criticism of customers' prints and negatives, and says that the increase in the sale of chemicals, etc., since its inauguration has made the venture quite a profitable one. We shall be glad to hear of the success of any other dealer who cares to adopt the suggestion. It is certainly a step in the right direction. Of the legions of enthusiasts of things photographic the ambition of large numbers rises only to the height of letting the dealer load the camera, "snapping" at practically everything that comes within range, then taking the camera back to the dealer for the films to be developed and printed. Scores of these people are only waiting for someone to fire them with a spark, and they would begin to look on photography in a different light altogether, and not own a camera simply because "it's nice to have one." Look around and see how many of your customers there are whose ambition could be roused as suggested. Get half a dozen of them properly enthused and the sale of chemicals and equipment would receive such an impetus never equalled in the annals of your photographic department.



THE FIRST CUSTOMER.

If there is one customer that comes into the photographic department requiring more careful attention than any other it is the first-timer. At all times there should be courtesy and prompt attention, but there are little things which the old customer, who is well acquainted with the store and the staff, will overlook which will make a strong and unfavorable impression upon the man or woman who comes into the store for the first time. They are susceptible to the slightest influence.

This particular idea can scarcely be adopted, as winter is now about over, but those dealers who have photographic departments and have never conducted contests would do well to run one on general lines, not restricting the photographs to any particular season. This example of Bryson's, Limited, provides a good practical example of how to proceed.

Successful contests have been conducted with prizes much less valuable. The writer recalls one successful contest conducted in a bookstore when several hundred photographs were entered, enabling the dealer to have a series of exceptionally interesting window displays which served to help not only the photographic department but benefited the business generally as did the liberal notice given by the newspapers in the news columns and the first prize in that contest was valued at \$10, there being only two other prizes. The success of a contest depends

In the Camera Department

DEVELOPING paper, or D. O. P., as it is generally called, is the most popular of all photographic papers. It is convenient and pleasant to use, can be printed by natural or artificial light, the process is not tedious or fussy and most excellent results are possible with it. All prints on D. O. P. are not, however, excellent; in fact, the prints of the average amateur—and of many a professional finisher of amateur work—are usually poor.

While the professional knows better, his standard of work is governed in the majority of cases largely by his desire to rush out as big a number of prints as possible. The amateur, however, very seldom knows how to get the best results; he finds it is easy to make prints with this paper, and not knowing the possibilities of it, he assumes that he has

News of Recent Art Productions

Patriotic Subjects Are Much in Evidence as a Result of Sentiment Created by the War.

Easter Poster Stamps.

Novelties for this year's Easter trade are packages of Easter poster stamps. Information has been received from A. C. McClurg & Co., of Chicago, regarding their series of boxed Easter stamps which are done up 15 stamps in a glassine envelope and 12 envelopes in a package. McClurg's assert that millions of Easter stamps will be sold in the United States this season and believe that their use will be quite as universal as that of the Red Cross and Christmas stamps. The Easter stamps are produced in sheets perforated and gummed.

In the 1915 samples of the Chas. H. Elliott Co., shown by their representatives, A. R. MacDougall & Co., items which are given greater prominence than ever include special occasion cards, such as graduation cards, bon voyage cards, Jewish New Year cards in Hebrew script, in addition to distinctly novel productions in the regular Christmas and New Year, St. Patrick's Day, Easter, Thanksgiving, Hallowe'en and birthday cards. In the Christmas cards there are some special numbers of a distinctly Canadian type. In the 1916 calendar pads, thirteen assorted shapes and sizes are shown.

Allies Excursion Ticket.

This Ticket is available for any Fellow under the age of 45, who is a son of Great Britain, or any of her Colonies,

This Ticket gives the following inestimable advantages:

Free Living	Supplied by
Free Clothes	The
Free Travelling	Government.
and Pocket Money	

The Tour will vary according to the particular section to which you are attached, but the main lines covered will take you through France, Belgium, Germany, via the Rhine to Berlin. No trouble has been spared to find officers, interpreters, guides, etc., of the most brilliant and dashing ability, who will do all the thinking and worrying part of the work; in fact, map out your daily journey, where you will stay, and how long.

Take this unique opportunity of travel at the Expense of the Country, and at the same time earn the gratitude of every man, woman and child who has a spark of patriotism in them.

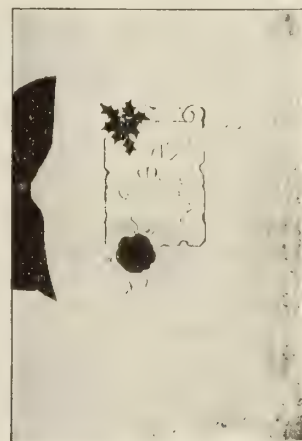
GOD SAVE THE KING.

Valentine's New Lines.

Among the interesting new items observed by a representative of this paper in looking over the 1915 samples of Valentine & Sons' was a war game, "To Berlin," which is played in somewhat the same manner as the favorite old game of parcheesi, the advances being made by circuitous routes over the map of Europe with Berlin the ultimate goal. A similar new game in the same line is

thirteen books, twelve of them numbered, while the four spy cards are not numbered. The holding of these spy cards entails penalties, especially the Kaiser card of the spy set.

Patriotic numbers are strong throughout the line. In the toy books there are numerous new numbers depicting the army and navy and a striking collection of patriotic toy books of the cut-out variety, with such numbers as "Our Indian Army," "With the Artillery," "Highlanders," "Life Guards," "Colonial Soldiers" and "Britain's Bulwarks," each with detailed information that will interest grown-ups as well as children for their informative value. Many new numbers are shown in the book, toys and rocking book toys, and in the general line of Christmas booklets and postcards patriotic numbers are particularly in evidence.



A new Card Shown in the line of the Des Arts Studio.

ALLIES EXCURSION TICKET.



GREAT BRITAIN TO
IMPERIAL PALACE, BERLIN.

who has shown his pluck by joining the Colours, or who has made up his mind to do so. The privilege of using this ticket is also granted to such of our Allies who are fighting side by side with our glorious Boys now making history.

one called "Soccer," introducing the features of the association football game. There is also an outfit of soldiers and field equipment representing the different nations fighting Germany. A game called "Spy" is played with fifty-two cards of

RE LETTERS TO SOLDIERS.

In order to facilitate the handling of mail at the front and to insure prompt delivery, it is requested that all mail be addressed as follows:

- (a) Rank
- (b) Name
- (c) Regimental Number
- (d) Company, Squadron, Battery or other unit
- (e) Battalion
- (f) Brigade
- (g) First (or Second) Canadian Contingent
- (h) British Expeditionary force

The foregoing notice has been sent out by the Army Post Office, London, England.



Exterior View of the Store of an Enterprising Saskatoon Firm of Stationers.

Remarkable Growth of Western Firm

Hazen-Twiss, Limited, Commercial Stationers and Office Outfitters, Moved Into Splendid Quarters Inside of Two Years.



Showing Fixtures Accommodating Office Stationery, also Office in Rear—Hazen-Twiss Store, Saskatoon.

SOME idea of the way things in Western Canada were going ahead before the war can be formed from the store of Hazen-Twiss, Ltd., Saskatoon. There are few stores, dealing in office furniture and stationery, to compare with it between Winnipeg and the coast.

The building which was erected specially for this firm, is of reinforced concrete of heavy construction. It was built strong enough to carry seven storeys when required, the heating equipment being sufficient to take care of a building that size. The floor has an area of 4,000 sq. ft., and the basement, which is exceedingly well lighted, measures 5,000 sq. ft. The latter, later on, will be used as a manufacturing plant by this firm.

The principal owners are George Hazen and Lorne P. Twiss. Both men are well known throughout the West, having represented Warwick Bros. & Rutter, Toronto, in that territory. Both have reputations as first-class salesmen.

They opened up originally in the Willoughby-Sumner Block three years ago, renting a floor measuring 1,800 sq. ft., carrying office equipment of all kinds, such as stationery, filing devices, furniture, etc. At that time the Saskatoon field was only covered by one exclusive

stationer, and one bookseller and stationer.

Early Expansion.

They met with such success, in October, 1913, they decided to move into new premises. For this purpose the present fine store was built at the corner of 22nd Street and 3rd Avenue. It was designed specially for them, and is admirably suited to the display of this line. The fronts, on both streets, are entirely of glass, allowing passersby to see everything displayed within.

From the main entrance an aisle leads directly along the 3rd Avenue windows, and on the left, another aisle leads by the 22nd Street window. Nearly the whole of the left wall is taken up with fixtures carrying office stationery, with a ledge for wrapping purposes. This is about the only suggestion of a counter in the whole store. At the rear of these wall fixtures, as will be seen in the photograph, is the office, about 20 feet square, the sides of which are of glass, and about ten feet high. It will be noticed that the office is open at the top, thus being well ventilated and healthy. Most of the floor space is occupied by displays of office tables and various other furniture, these being used in many cases for show-

ing stationery and other office requirements.

The place is lighted profusely by 32 electric lights, suspended by chains. It is heated by neat radiators, arranged the full length of the store, these conforming with the clean, high-class appearance of the rest of the building.

Preserving the Stock.

Considerable use is made of silent salesmen for displaying sundries, although the office furniture provides ample scope for displaying goods of this character. Where furniture is used for this purpose, the surface is covered with green blotting-paper, thus preventing inkwells or anything else from scratching the goods.

The basement, which will later be used for manufacturing purposes, is as well laid out and equipped as the ground floor.

What success has already been achieved by Hazen, Twiss, Ltd., is due in a large measure to having the right goods right there at the right time. When a man finds need for office equipment, he usually wants it quick. Hazen, Twiss, Ltd., give satisfaction in this respect. Customers dealing here, deal with Hazen and Twiss personally.

Consider the Fire Insurance Question

The Necessity for Careful Study of the Policy—The Co-Insurance Clause—Difficulties With Regard to Settlement—The Need for the Adjuster—Merchants Are Too Complacent About This Whole Question.

By H. S. EAYRS.

YOU can take a horse to the water, but you can't make him drink.

You can talk adequate fire insurance to some businessmen until you are blue in the face, but you can't make them insure—not even if you are an insurance agent! There is no doubt that while fire insurance is pretty general it is still not universal, and it is very often most inadequate. There is altogether too much complacency about the matter. Many men go into relations with fire insurance companies like a bull goes for a five-barred gate. Sometimes the bull doesn't do anything but damage himself.

Financial men have been dinning it into our ears for many moons that Canada has an abnormal annual fire loss. The figures are astonishing. It has been stated by experts that they are higher in proportion than those of any other country. The fault is easy of discovery. Everybody blames his neighbor. It never occurs to him to blame himself. The majority of men take out a fire insurance policy and so long as they pay their premiums they sit tight and think they have done their duty. The idea that fire may visit their own particular store never occurs to them.

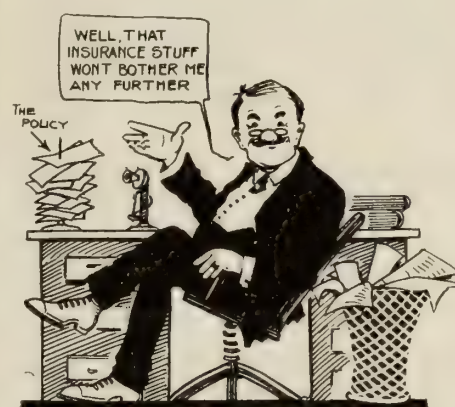
It is not the purpose of this article to deal with the retail dealer in his relation to the fire insurance company as a bird easy of plucking by a successful plucker. That fire insurance men are crooks is as ridiculous a supposition as it is unfair. But there are good and bad in every trade. To say that fire insurance men are all saints is just as foolish as to say they are all sinners. Nevertheless, there are those companies operating, from whom the retail merchant will be wise to keep away. There are tricksters that the retail merchant can't beat, no matter how he tries. Prevention is better than cure. With the best of companies the wise man will use all possible caution. And, indeed, the more cautious the man is the better pleased will be the company if it is a good one.

Study Your Policy.

The prime factor in getting a square deal over your fire insurance is to know your policy. It is a contract, by virtue of which the company agrees to pay a certain sum of money in case of fire, **providing that the conditions of the contract have been fully adhered to by the assured.** This means something more than mere prompt premium payments.

Insurance men—like retail merchants—are not in business for their health. If they find themselves called upon to pay out a sum of money because of fire their first impulse is to see how small that sum can be made. It is human nature, as well as insurance nature.

The man who is going to take out an assurance policy should, first of all, be sure of the standing of the company which he has in mind. Some companies have lower rates than others. Usually this means that the protecting power of the company is not so good. Since the first objective of fire insurance so far as the insured is concerned is protection, he needs to be sure that his risk is covered by a good company. Get the agent to tell you the financial standing or,



Some men get their policy and are too busy to bother reading it. Later—they wish they had done so.

better still, show you the balance sheets of the company for whom he is acting. Be sure you are with a company which is strong financially. It may mean thousands of dollars to you.

It is most important that the man who insures should understand his policy. If you were going to buy a house you would peruse the deed to see if all was in order. Yet comparatively few men bother to do this in the case of an insurance policy.

All Policies Identical.

The retail dealer who is insured in more than one company should see to it that the conditions and particulars and descriptions should be identical in every policy. This has two advantages. First, if you should have a fire it will save a good deal of haggling and misunderstanding between the companies. Sec-

ondly, it will prevent any company from giving you a contract so worded that it is useful to the company itself, should anything happen. For instance, a clause that some companies are fond of inserting is to the effect that where additional insurance is carried the company should be bound by the policy most favorable to it, not necessarily its own policy. This obviously is a very good "way out" for the company.

Then, see to it that your policy has this clause, "Further insurance permitted," so that you are at liberty to insure when and with whom you will, in case of necessity, for additional insurance.

That Co-Insurance Clause.

A particular which very often results in disaster for a merchant is the insertion of the 80 per cent. co-insurance clause. Too much care cannot be taken by a person who wants fire insurance before he adopts this form. This is a contract by which the insured agrees to keep insured to the extent of at least 80 per cent. of the value of the property. If he fails to do so he himself must stand for any loss which would have been paid by the insurance he should have carried in excess of that which he actually did carry.

For example, if a retail merchant has a thousand dollars' worth of stock and insures it subject to this eighty per cent. clause, he is complying with the conditions. Later in the year his stock increases to \$1,500, but somehow neglects—perhaps only for a day or two—to increase his insurance. Then the fire comes along. The loss and damage amount to \$600. The insured, under the co-insurance clause, should have had insurance to the extent of eighty per cent. of \$1,500, or \$1,200 worth. Instead of that, he has only eighty per cent. of his original \$1,000, which is \$800. The insurance company, therefore, only pays eight-twelfths of the loss of \$600, equaling \$400. And the owner must stand the loss of the other four-twelfths of the \$600 loss, which is \$200, himself.

I hear from insurance experts that careful examination into the losses in which the co-insurance law applies justifies the statement that it is most unwise for the small man to have the co-insurance clause included in his policy. Keep away from it. Remember the words "co-insurance," and avoid them as you

would thin ice. They are thin ice. Put them up as a bogey, and leave them there. Sometimes they are a help, but only rarely. The risk is too great. The owner may only be delayed a day or two in getting extra insurance to meet that clause, and yet the fire may happen in that time. It is much better to have straight insurance and pay a little higher rate for it than pick up "co-insurance" from the bargain-counter only to find later that it was far more expensive in the ultimate casting-up of things.

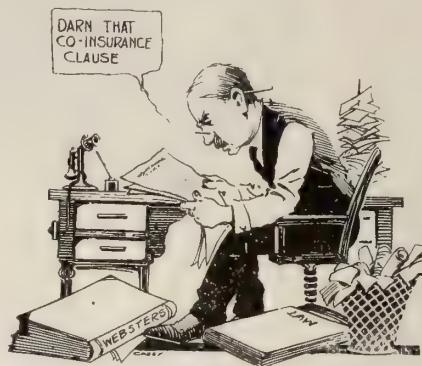
Obviously the eighty per cent. co-insurance clause is a splendid thing if your property never burns up. In return for such a clause the insurance company makes the concession of a lower rate, so that the man who has the co-insurance clause is able to reflect that he is getting cheaper insurance than his neighbor who has not the co-insurance clause. But if he is getting cheaper insurance he is not getting the same protective power, as has been shown.

The insurance companies have two good lines of defence because of this clause. They can try to prove that the amount of the damage is less than the amount claimed by the assured; secondly, they can seek to prove that the value of the property before the fire was more than the assured had figured it, and hence—as we showed by an example

above — that the latter was not insured for 80 per cent., and so did not comply.

Furthermore, not one insurance agent in twenty, nor one retail merchant in more than that, understands the co-insurance clause, and the wise man doesn't dabble in things he doesn't understand.

Many men think that their insurance policy covers their property,



stock and everything they have. Most companies insure stock separate from the property, such as fixtures and so forth. The assured should be careful to see that his policy or policies cover all his belongings. The co-insurance clause, for instance, treats each item separately. When the retailer describes his stock he should not say "stock consisting of," but "stock of merchandise consisting

principally of," and in this clause should be included "supplies used in packing, shipping and delivering." No loop-hole should be left. Some insurance companies are adepts for discovering them for themselves, anyway.

Get Hold of An Expert.

When trouble comes along it is natural for us to go to someone who can help. When you are ill you go to a doctor. If you have a fire, go to an insurance expert, an adjuster. This is a point which should be noted. In case of a fire it is a certainty that the insurance company concerned will hire adjusters, and at such a time an adjuster for the assured is a necessity. The inexperienced retail merchant cannot hope to win out against a professional insurance man, and he will lose if he tries. It is worth while paying an adjuster his fee. That fee will probably be stiff, because adjusting is an expert's game, but it will be money well spent, for with the adjuster's help you will at least know that the information you give the insurance people will not be used against you. Don't try to do your own fighting with the company, if there is going to be a fight. Pay the adjuster to do the fighting. He is an old hand at the game, and he knows how to get under and over the adversary's guard.

The Nineteen Fifteen Store

The Rapid Advance Made in Merchandising in Past Half Century—Civility to Visitors, Lookers and Purchasers—The Importance of Personality.

By JOHN WANAMAKER.

THE stores of fifty years ago, compared with the stores of to-day, look like little candles compared with the present 500-watt tungsten lamp. In the best type of the modern store the floors are all level from street to street. There are not crowded aisles. There is abundant light everywhere. The ventilation is perfect. A complete stock of merchandise is kept up the year around.

Safety first, no matter what the expense, is the daily duty a store holds to its ever-increasing patrons. As yet nobody has said that we have made a mistake in providing comfort and securities for the safety of our customers.

Politeness Is Natural.

It will naturally follow that no one connected with a store will be lacking in politeness to the visitors, lookers and purchasers, who care for civility but not for familiarity. No matter how many advantages we have to offer in our continually fresh-reinforced stocks of merchandise, and however carefully it is priced at attractive and just prices, no

thing is so much appreciated as prompt, quick and good service at every counter and corner of the store.

Few persons understand that there are "seconds" in almost every class of goods, that cost the dealer less, and should be sold to the consumer at a lower price, but are frequently palmed off on customers at the top price, or, what is worse, the goods are advertised as the standard goods selling at an off-price, when the price charged is what the same goods are sold at by reputable houses.

It is hardly to be expected that all customers know the tricks of the trade; nor can they know the actual values. Therefore, it is well worth while to try to ascertain facts and compared merchandise. With few exceptions goods can be sent home from more than one store, and this house was the first to accept returns of purchases not wanted by buyers. The only business that will satisfy us is that which is genuinely right and gives full value for money paid.

From the first letter of the alphabet

to the last a store must make good in the character of the advertising. In shaking an apple tree the first to fall are the rotten apples. To shake a store by its own advertising pole will often reveal its fictitious claims.

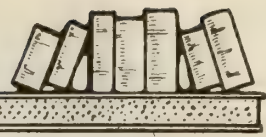
It is always difficult to get definite facts on any subject. It is certainly important that everything put into type be accurate. Advertisements must be news of fresh goods. They must be printed in good English, must be devoid of mis-statements, must convey information to clerks and customers, must offer fair service, and must tell of just prices.

From every room under the vast roof we have barred out—deception, dishonesties, delusive statements, disguised goods, and pilfering prices. Our store will play fair or not at all.

To be personally "on the job" as President Wilson says is the fundamental law of all successful storekeeping. Business is not a matter of machinery. It is not a great granite building. It is not iron and steel and rock: It is the human force that is in it. It is the man.



Books



Marie Corelli's New Book

A Brief Review

RALPH CONNOR'S "Patrol of the Sun Dance Trail" retains its leadership among the novels in greatest demand in Canada in the compilation of reports for the past month and "The Eyes of the World" is again second with "The Pretender," reviewed last month, coming third and "Innocent: Her Fancy and His Fact," by Marie Corelli, a good fourth.

In considering this latest of Miss Corelli's books, one wonders whether she would have come anywhere near attaining her present position in the world of letters had "Innocent: Her Fancy and His Fact" been one of her early offerings. Certainly it is not to be compared with "Thelma," or others of the books on which this writer's fame rests. On the other hand, there is a book, "The Rosary," to which, in many characteristics, this book may be compared and think of the remarkable success scored by that book in point of widespread popularity. Who knows but that this Corelli book might not have been similarly received? But certainly Marie Corelli's prestige to-day would not be what it is without those earlier novels of outstanding merit bearing it up.

Innocent, the name which forms part of the title of the book under consideration, is a girl of eighteen at the opening of the tale and, in a glimpse of her previous history, the reader is told of how eighteen years ago a stranger came riding out of the night to Briar Farm, leaving a baby girl there, riding away again and never returning.

This the old farmer, Hugo Jocelyn, should have told Innocent years ago but instead of doing that he carefully guards the secret and allows her to grow up believing herself to be his daughter. Knowing nothing of the child's parentage, Farmer Jocelyn allows it to be assumed by gossips that the baby was his own illegitimate daughter.

Eventually, as recorded early in the story, Innocent discovers that after all she is not the daughter of the master of Briar Farm, and that a great mystery surrounds her birth. Then end the care-free days of her life up to that tragic disclosure. The old farmer's one desire had been to bring up the girl as his own daughter and that she should become the wife of his nephew, Robin, and be his heir.

Robin is well aware that the gossips are busy about the mystery of Innocent's parentage and that consequently it is advisable to exert more than usual effort to guard her against reproach, but he climbs the old vine-clad wall of his uncle's house and enters Innocent's room at midnight, and Ned Landon needs must see him. This Ned is the dangerous talkative sort of rival and there is real danger for Innocent's good name, but Robin catches Ned spying on him and

ADDITIONAL PARTICULARS ABOUT ANY BOOK MENTIONED IN THESE COLUMNS UPON REQUEST TO BOOKSELLER AND STATIONER'S SERVICE DEPARTMENT.

half kills him. Old Hugo, learning the facts next morning, takes energetic steps to remove Landon from the vicinity but the excitement and the anxiety cost him his life.

Innocent does not see eye to eye with either old Hugo or Robin in the matter of matrimony, and after Jocelyn's unhappy end, she leaves the old home and loyal Robin behind and, with ambition strong, goes forth to London.

Innocent had loved her life and home most deeply and by delving into a treasure box of old books and letters, had steeped herself in the history of the founder of the Jocelyn family, Sieur Amadis de Jocelyn, who had come over from Normandy with the Conqueror. So saturated with the spirit of that by-gone century had she thus become, that—at twenty—she writes a novel which stirs all England, the book being proclaimed as the work of a man, a scholar and a philosopher.

So the nameless girl within a short period after her arrival in London gains a name indeed, won unaided through her innate genius.

It so happens that upon her advent in London, she chances to select in searching advertisements of lodgings, the address of the old lady who turns out to be the mother of the former betrothed of Innocent's father, whom he had subsequently jilted to elope with the present Lady Blyth. The working out of the story involves the bitter hatred of Lady Blyth for the daughter whose only offence is that she has made herself famous; how Lady Blyth is moved to confess to her husband her early frailty; how Innocent meets a young artist who turns out to be a descendant of the French branch of the Jocelyns, with whom she falls in love but who proves faithless, and how Innocent goes back to Briar Farm and waiting Robin but only to die, the victim of the shock of realization brought about by the clash of the fact and her fancy representing uncrossed actuality in life and the roseate hues of her fancied conception of it.

Best Selling Books

CANADIAN SUMMARY.

Fiction.

- 1 Patrol of Sun Dance Trail, Ralph Connor 101
- 2 Eyes of the World, Harold Bell Wright 59
- 3 The Pretender, Robt. W. Service 38
- 4 Innocent, Marie Corelli 29
- 5 Wife of Sir Isaac Harman, H. G. Wells 28
- 6 Bambi, Marjorie Benton Cooke, 21

Non-Fiction.

- With the Allies, Richard Harding Davis, Juvenile.
- Chums.

BEST SELLERS IN ENGLAND.

Fiction.

- A Mixed Pack, D. Conyers.
- The Mutiny of the Elmore, Jack London.
- Trespass, Askew.
- Carnival of Florence, Marjorie Bowen.
- Hell's Playground, Ida V. Simonton.
- Love in a Palace, F. E. Penny.

UNITED STATES BEST SELLERS.

Fiction.

- The Eyes of the World, Harold Bell Wright.
- Pollyanna, Eleanor H. Porter.
- Patrol of the Sun Dance Trail, Ralph Connor.
- The Wall of Partition, Florence M. Barclay.
- Kent Knowles "Quahaug," Joseph C. Lincoln.
- Mr. Grex of Monte Carlo.



THE COPP, CLARK CO., LIMITED.

TORONTO.



Six Important New Books NOW READY

CONTRARY MARY

By TEMPLE BAILEY

Author of "The Glory of Youth"

Was she really "Contrary Mary"? Or did she only appear so to her family and a certain rich young man? To them it was strange that Mary Ballard twice refused a life of ease in favor of work and independence. But when Roger Poole came to the Tower Rooms—well, another story began there.

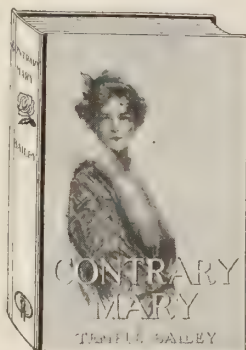
A book for true friends.

A book for all failures.

For those who have lost faith.

And, above all, for the world that loves a lover.

Jacket and frontispiece in colors, by Philip Boileau.
Other illustrations. Cloth, \$1.25 net.



James Lane Allen's Latest Book "THE SWORD OF YOUTH"

It has the magnificent color, all the deep and sweet and tender notes and all the electric thrill of those two earlier books, "A Kentucky Cardinal" and "The Choir Invisible."

Twenty full-page illustrations, by John Walcott Adams. Cloth, \$1.25 net.

By the author of "The Lost Despatch"

C. O. D.

By Natalie Sumner Lincoln

A mystery story woven around the members of the diplomatic circle at Washington. The circumstances surrounding the mysterious murder of a young man, just on the eve of his marriage. Events follow rapidly in which the letters "C.O.D." figure prominently. The denouement is as startling as it is unexpected.

Illustrated by Charles Wrenn. 12mo. Cloth, \$1.25 net.

GOD'S COUNTRY—AND THE WOMAN

By JAMES OLIVER CURWOOD

Author of "The Honor of the Great Snows," "Kazan," etc.

A romance of the North Woods and the strange promise that Philip Weyman is called upon to make by a girl he meets far off in "God's Country." The story of his love for Josephine, of his attempts to solve the mystery that hangs over Adare House—of the fight with Thoreau's "bad men" and its dramatic outcome, make "God's Country—and the Woman" one of the really notable tales of life on the only frontier that is now left.

9 illustrations in black and tint by William Oberhardt and Norman Borchardt. Net, \$1.25.

GUIMO

By Walter Elwood.

It is romantic, picturesque, bizarre. The book sweeps along, thrilling with action, teeming with the dramatic, told in masterly, vigorous, poetic English. Cloth, \$1.35 net.

Read the New Vance Novel

Sheep's Clothing

By Louis Joseph Vance.

A story of smuggling told in the author's best mystery style. Illustrated by J. Montgomery Flagg. \$1.25 net.



A Reduced Illustration From
GOD'S COUNTRY—AND THE WOMAN



THE GUNS OF EUROPE

By J. A. Altsheler

This is the first big novel of the European War, picturing the thrilling adventures of a young American who enlists with the Allies and sees active service from the start. A terrific air battle, in which two German Taubes nearly win the victory is vividly described. The story is intensely interesting and historically accurate in every particular.

Illustrated by Charles Wrenn, \$1.25 net.

THE COPP, CLARK CO., LIMITED, 495-517 WELLINGTON STREET WEST
TORONTO, CAN.

**ORDERS ARE
POURING IN!**

From
Page's
List

**FOR THE NEW
POLLYANNA!**

POLLYANNA GROWS UP

The Second Glad Book
Trade Mark

By Eleanor H. Porter

To be published Saturday, March 27th. ¶ The two biggest first printings we ever printed of any book are rushing, and the advance demand has practically touched the 100,000 mark. ¶ To facilitate the distribution of this important book for the manufacturer, the publisher and the jobber, why not get your orders in early? ¶ Don't forget that the SECOND GLAD BOOK is as good if not better than POLLYANNA herself! It is longer, stronger; the glad game is as alluring as ever, and in beauty of manufacture the grown-up POLLYANNA actually exceeds her younger self. ¶ Incidentally we might mention that the astonishing record of POLLYANNA, THE GLAD BOOK, is increasing rather than diminishing — past the quarter of a million mark in actual sales. The 26th printing—265,000 copies—is being rushed. ¶ When stocking the POLLYANNA books, don't overlook Miss Billy, Miss Billy's Decision and Miss Billy Married—the sales for which were 50,000 copies in the last 12 months. ¶ And to complete the PORTER list: Cross Currents and The Turn of The Tide. ¶ Stock the series and make new friends for your GLAD store.

THE PAGE COMPANY, Publishers, 53 Beacon Street, Boston

Standard History of the War

Official Despatches of General French and Staff.

WAR BOOKS FOR BOYS

Heroes All—Gallant Deeds of the War—The Boys' Illustrated Book of the War.

RALLY OF THE EMPIRE

BRITAIN'S GREAT MEN

Two Books That Are "Best Sellers" Among War Books.

T. S. SINNOTT, 93½ CHURCH STREET
TORONTO

Canadian Representative George Newnes, Limited

What is Wrong with GERMANY?

By WILLIAM HARBUTT DAWSON,
Author of "Municipal Life and Government in Germany,"
etc. Crown 8vo. \$1.00 net.

The author, who has for a quarter of a century made a special study of German affairs, upon which he has written more than a dozen volumes, traces the tendencies of German national thought and policy which have for some years been making irrevocably for war. He claims that there are three responsibilities—of the Emperor, of the Chauvinists and war-makers, and of the German nation as a whole—and he shows the parts played by these several factors in bringing upon the world the present catastrophe.

LONGMANS, GREEN, & CO.

Fourth Ave. and 30th St. :: NEW YORK

CLASSIFIED OPPORTUNITIES

MEN WANTED. POSITIONS WANTED. ARTICLES FOR SALE OR EXCHANGE.

One twenty-word Want
or Exchange Ad. free
to any subscriber

Rates for Condensed Ads. two cents a word for first month. One cent a word for subsequent insertions. Box numbers five cents extra.

Advertisements for next
issue must reach us by
the 20th of the month

Display Ads. in this Department for Men Wanted, Positions Wanted, For Sale or Exchange, \$1.50 an inch, single column, one time.

TALK ACROSS CANADA FOR TWO CENTS A WORD

Entirely British

CHARLES WORCESTER & CO, BRISTOL, ENGLAND

have appointed **THE IMPERIAL NEWS CO. LD**
to be their sole representatives in Canada for their

HIGH-CLASS XMAS CARDS, GREETING CARDS, CALENDARS & BLOTTERS.

These goods are the **LAST WORD** in high-class productions and are entirely
BRITISH MADE . CAPITAL . BRAINS . LABOUR & MATERIALS

They have a **STYLE** of their own **A WIDE RANGE** of subjects
Are **RIGHT** for **PRICE**

The full range will be shown by the representatives of the

IMPERIAL NEWS Co Ltd.

OR AT THEIR OFFICES

MONTREAL:
254 LaGauchetiere St.

TORONTO:
91 CHURCH St.

WINNIPEG:
14-16 PRINCESS St

TUCK's



They are the **MOST**
WELCOME, ARTISTIC
and UP-TO-DATE
USED BY ROYALTY.

Booklets,
Novelties
and
Post Cards
for
EASTER

RAPHAEL TUCK & SONS CO. LIMITED
9 ST ANTOINE STREET
MONTREAL

Advertising

Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service." — Elbert Hubbard.

MACMILLAN'S SPRING NOVELS

A FAR COUNTRY By Winston Churchill

In *The Inside of the Cup*, one of the most successful novels ever written, Mr. Churchill dealt with some of the problems surrounding modern religion. In his new book, *A Far Country*, he turns to another of our social ills and with even greater daring lays bare the truth. This title is taken from the Biblical quotation concerning the prodigal son. Illustrated, \$1.50 (Ready in May).

An early reading indicates that the plot of his new story is of a much more popular nature than was that of The Inside of the Cup.

KIPLING**Travel Papers**

(Ready Soon)

As in *From Sea to Sea* and *Letters to the Family*, Mr. Kipling here gives us some accounts of his more recent travels, chiefly in Egypt and the Near East. This is very interesting in view of the present situation.

Cloth or Leather**\$1.50****WELLS****Bealby**

(Ready Soon)

Probably to offset depressing war news, Mr. Wells has deserted his specialties of wars of the future and portrayal of modern society and here writes of the adventures of a boy who objected to becoming a man-servant. It is a chapter of the most unlooked-for and absurd situations, evoking continuous laughter. He is evidently lampooning a member of the Cabinet.

Illus., Cloth, \$1.35**CANNAN****Young Earnest**

(Ready)

Few authors have "arrived" as quickly as Mr. Cannan. His first novel *Round the Corner* was followed last Fall by *Old Mole*. Both of these books at once placed him very high in the ranks of modern English writers. You feel you can put your finger on each of his characters.

Cloth, \$1.25**SOME OTHER****GOOD SELLERS****THE HARBOR**

By Ernest Poole \$1.25

GETTING A WRONG START

Anonymous \$1.25

MRS. MARTIN'S MAN

By St. John G. Ervine \$1.25

THE BUSINESS ADVENTURES OF BILLY THOMAS

By E. E. Ferris \$1.25

SHORT STORIES

By Jack London \$1.25

Don't think you can jump in when trade begins to boom and head off the man who stuck to his advertising guns. It cannot be done, the other fellow has too big a handicap.



SURE TO BE
BIG SELLERS



The Imperial Army Series

Written by Officers of the Regular British Army, embodying the new organization and training.

Almost universally used by

The British Army.
The Canadian Government.
The Australian Government.

Strongly endorsed by officers of the Canadian forces now in the field.

THE SERIES

Drill and Field Training,	Camps, Billets, Cooking,
Signalling,	Ceremonial,
Field Entrenchments,	Physical Training.
Musketry,	

Junior Course } Two
Senior Course } Volumes.

All the Volumes are profusely illustrated.

These to sell at 35c. will give you splendid margin.

Get in a windowful of the

IMPERIAL ARMY SERIES

We'll venture they'll bring you business from unexpected quarters.

You can get this series only from

WILLIAM BRIGGS
PUBLISHER . . . TORONTO



NELSON'S HISTORY OF THE WAR

By JOHN BUCHAN
WITH A PREFACE BY THE
EARL OF ROSEBERY, K.G.

In Monthly Cloth Bound Volumes
Each 35 Cents

It enables readers to follow intelligently and get a clear understanding of the campaigns which now cover the better part of Europe and extend to every continent. Every effort will be made to give only expert views and authoritative details. A large number of maps and plans enable the reader to grasp the details of the fighting.

First volume now ready. Specimen copy postpaid, 25 cents to trade.

" . . . will long enjoy a permanent reputation as one of the standard and authoritative accounts."

—The Bookseller.
(London.)

"It will certainly have an enormous sale, for in no other way can you have so convenient a summary of the great events." — Public Opinion.

The Children's Story of The War

TOLD BY
SIR EDWARD PARROTT, M.A., LL.D.

Fully Illustrated Monthly Parts, 12c. Postpaid

The Publishers desire to apologize for delay in executing certain orders for No. 1, the demand for which far exceeded their expectations. Further supplies of this Part ready early April.

No. 2 published March 10.

No. 3 early April.

To ensure supplies orders should be placed at once.

Thomas Nelson & Sons

97 King Street East . . . Toronto
London . . . Edinburgh . . . New York

Bookstore, Library and Publisher

Discussion on Co-operation Before the League of Library Commissions in Chicago—What Has Been Done and What Can Be Done.

THE co-operation most familiar to libraries is that between public librarians and school teachers. Our efforts often meet with such meagre success that we are sometimes tempted to say that it is a case where the library does all the co-operating and that at most the schools are more or less passive recipients of what we offer. If this is true as between two groups of professional workers, both (presumably) devoted to the public interest, how much more likely is it to be the case as between librarians on the one hand and publishers and booksellers on the other unless there are sufficiently strong motives to induce each side not simply to offer co-operation to the other, but each to seek the help of the other. What are the motives that should lead to the offering and accepting co-operation?

First, from the librarian's standpoint: Locally he is interested, not only in getting more and better books for his library and having them read by an enlarging constituency, but he is also interested in having more and better books owned by his constituency and having fewer bad and mediocre books owned and read. He wants to see his town built up industrially, knowing that thereby it will better support his library. Among other things, he wants to see it support one or more good bookstores. He wants so to conduct his library that it will contribute to those ends. As a member of the library profession he wants to see fewer and better books published; and those books published in larger editions at lower prices so that all libraries can buy much larger numbers of copies and so that these books will successfully compete with the trash that now goes into the homes of his and other cities to negative the effect of the books libraries try to send there. These are the motives and principles that must underly the librarian's efforts at co-operation.

From the standpoint of the publisher and bookseller: With every desire to give full credit to the essential efforts of publishers and booksellers who produce and distribute to librarians the books out of which libraries are made and without which there would be no reason for our existence, it is still true that fundamentally the motive of publisher and bookseller is the financial one. The publisher is a manufacturer of books. Different publishers have different grades and qualities of goods: they differ in literary quality and in mechanical execution. The bookseller is a jobber or retailer who tries to market at a profit

what he has bought from the manufacturer. Co-operation from the library to appeal to publisher or bookseller must mean help on the part of the library in the sale of books. Unless the publisher and bookseller are convinced that the library is a large and increasing purchaser of books and that sales to it pay; unless they are convinced that the existence of the library and the efforts it can put forth not only do not hurt the sale of books to individuals but actually promote such sales, any efforts that may be put forth at co-operation are futile.

Strange as it may seem there are still some publishers (and perhaps also some booksellers) who think that the presence of a book in a public library prevents the sale of other copies to private individuals, instead of actually being a sample copy on display in a public institution with official, expert approval. Illogically (as we all sometimes reason) these same publishers are keen to get their publications approved for entry in the A. L. A. Booklist, state lists, etc., knowing that thereby such co-operation will make their books financial successes and will serve to keep them alive longer than a few weeks or months after publication. Publishers ought not to issue so many repetitious, duplicating, catch-penny books. They ought to make their imprints mean more than they do at present, so that we would not have to do so much careful sifting.

My own co-operative relations with publishers have been confined to instances where I have got books and original illustrations from them for use in Christmas and other special exhibits and when I have got publishers' book lists in quantities for distribution. It has long been my custom whenever a good publisher's list came to my desk—some series, some subject list, etc., to ask for several hundred copies for distribution. I have either asked that it be imprinted: "These books are in the Washington Public Library" or I have had them stamped with a rubber stamp: "Most of these books are in the Washington Public Library." I have distributed hundreds of different lists of this sort. In trying to find samples to bring with me about all I could find were some that had been mounted on scrap sheets in 1905 and 1906. This shows that this is not a new thing with me; it also shows that all such lists are eagerly picked up and that I should ask publishers to supply us with larger editions than I have been doing.

My co-operative relations with book-

sellers have included the issuing jointly of Christmas lists: the books being on exhibition at the library and on sale at the bookstores. In one case part of the edition of the catalogue was issued with the library's imprint but with references to the co-operating booksellers; other parts of the edition were issued by the book-stores with their own imprint. Prices were furnished by the booksellers. Prices were also furnished by the booksellers for our little list of "Books for a child's library," which we distribute the year round.

Before closing I wish to touch on the tender question of prices and offer one suggestion, that may or may not be found practicable. As I understand it, the members of this organization are especially charged with conserving the interests of libraries in the small cities and towns. The librarians of these places are confronted with the necessity of making their book funds go as far as possible. They also, if they agree with what I have already said, see the importance of helping to make the bookstores of their town as strong, as profitable and as efficient as possible. I think we must admit that most of them could get more skilful and quicker service, as cheaply and sometimes more cheaply (even including transportation) from the large book jobber in one of the large cities than they could of their local bookseller. Shall they pass him by or will he make such concessions as to hold the local library trade? I believe he should and I believe the librarian should strain a point to stay with him. I suggest that the local bookseller offer the local library the regular discounts on non-competitive books (first year after publication) the same as the metropolitan jobber gives, but on competitive books offer to do the business on 5 per cent. over cost from the jobber. The local bookseller would make his profit on the new books; on the competitive books he would make no profit, but he would have the prestige and standing that comes from holding the business, get the instruction gained from handling it and increase his total orders, and therefore increase his discounts. It would be well for the bookseller to order through the large jobber having the skill that library business requires. The librarian should be allowed to see the original bills covering the orders for competitive books in order to know that the business was being conducted according to agreement. I hope that some librarians will try this plan and report.

Loose Leaf Devices in Libraries

A Specialized Story Demonstrating the Value of the Loose Leaf and the Card Index as the Nearest Approach of the Ideal Method of Recording Data.

From Business Equipment Journal.

The loose-leaf and card index have come to be the nearest to the ideal methods of recording facts and aids to filing and finding. While the method here employed is designed for keeping records of books, it is also adaptable to keeping records of any small articles that follow the same course of fluctuation as the books in a library. The method described, therefore, reaches farther than the specific purpose to which it is applied here.

WOULD'N'T the librarian of ten decades ago turn pin-wheels in his grave if he could read the above title? Anything loose in his library would have been too shocking for words, but loose leaves—mercy no! It is a long call from the day of chained books to the modern American library, not only in the matter of access to the books, but also in the manner of administering them, and loose-leaf books for records, tried and proved in the business world, have carried their efficiency into libraries and are now a valued part of the system.

For so long a time the stream of busy affairs rushed by the quiet little eddy of the public library that even now it is difficult for some citizens to realize that it no longer occupies the place of back water, but is out in the middle of the river rushing on as madly and persistently as any current.

A busier life and greater demands from the outside brought with them the necessity for speedier methods on the inside, and to-day there is no short cut to systematic work and easy accomplishment of the day's labor that may not be found in a public library.

Hence the loose-leaf devices. When books from the number of two hundred to forty thousand are added to a library in the course of a year, it becomes important that the record of these be made in the quickest way possible.

The accompanying cut shows a sheet as lined and ruled for an accession record, a numerical list of books as added to the library. It is just wide enough to fit into an ordinary typewriter, so that entries may be made on the machine. This enables several persons to work at accessioning at one time, one listing books at the typewriter, one putting the business information in its correct place in the book, and one may be classifying or preparing the book in other ways for circulation.

A special advantage in this is the keeping of the record uniform and always neat and legible. During vacation periods especially, when it is necessary for the work to be done by different assistants, it solves a very definite problem in uniformity of appearance.

The same argument holds good in the

ACCESSION RECORD.

	Date	Num.	Author	Title	Publisher	Date	Vol.	Source	Cost	Remarks
○		1								
		2								
		3								
		4								
		5								
		6								
		7								
		8								
		9								
		10								
○		11								
		12								
		13								
		14								
		15								
		16								
		17								
		18								
		19								
		20								
		21								
		22								
○		23								
		24								
		25								

Simplified Form of Accession Record for Use in Loose-Leaf Binder. Made to be Used at the Typewriter

matter of the loose-leaf borrower's register, the numerical list of readers who have cards and take books from the library. This record is consulted many times a day, and speed in entry and ease of handling are important. Moreover, re-registration is to be considered in connection with this book.

Cards that have been in force for a certain period of time usually three or five years, are considered as expired. The file is gone over and new cards and numbers issued to those who are still active patrons. This re-registration goes on continuously in most libraries so that it is necessary to keep an old and constantly growing list of names always at hand at the charging desk.

The loose-leaf makes it possible to avoid the handling of the entire list in a heavy book. The sheets bearing the numbers which will expire in a short time, a week perhaps, may be removed from the old binder and placed in front of the sheets on which the new numbers are being listed. As soon as the

work is completed, the old pages may be filed away, or destroyed, and the next block of numbers put in their place.

It would be a waste of ink to present any arguments about the use of typewriter in a library. Anything that makes it possible to do the work on the machine is that much gained in time, accuracy, legibility and appearance.

The cover for these sheets is a post binder, with a very simple locking device. The back and corners are of leather, with cloth sides, and the size is, of course, made to fit the size of the sheet. The cost is no more than that of the same record bound in a permanent book form. When sheets are filled and past their immediate usefulness they may be bound in cheap cover and stored.

The Democrat Printing Company, of Madison, Wisconsin, which has a Library Supplies Department in charge of an experienced librarian has worked this loose-leaf system out to its present state of practicability, and reports it growing in favor.



W. B. Maxwell



Baroness Von Hutton



Jos. C. Lincoln



Virginia Tracy



Albert Hickman



Seumas McManus

Books and Writers Being Talked About

Margaret Widdemer, who wrote "The Rose Garden Husband," is receiving hundreds of expressions of keen appreciation of her novel. This is typical of them: "I lay no claim to being a literary critic, but I owe this to you: 'The Rose Garden Husband,' pleased me more than any modern story that has come to my attention. My aged mother, however, is an authority. She has just finished your story and declares it 'the best ever.'"

In "The Second Blooming," W. L. George provides a searching analysis of marriage in England's upper middle class which pictures the lives of three sisters at a period five to ten years after their marriage.

"Spray on the Windows," the new novel by J. E. Buckrose, is an English love story.

"Amerilly," of which a Canadian edition has appeared, is in its fourth edition across the border.

"Mr. Grex, of Monte Carlo," by Oppenheim, is in its fifth edition in the U.S., and second in Canada.

"The Ford Car. Its Construction, Operation and Maintenance," is a book by a Ford owner, Victor W. Page, who took his car completely apart and put it together again. He gives practically valuable hints to other owners of Fords.

"A Set of Six," is a volume of bizarre tales by the noted English author Joseph Conrad, and three of these savor of the sea. "The Brute, an Indignant Tale," being but the biography of a ship that was a murderer or "Murderess," at heart. The quality of these short stories is such that in one or two cases at least, it is to be regretted that the scope is so circumscribed instead of being thoroughly developed in full-fledged novels.

Miss Helen McKie, whose delightful illustrations of Pierre Mille's stories in "Under the Tricolor" have been so much admired, has just been over to France to gather some more material for her sketches of soldiers. Luckily she was arrested as a German spy, and has

given an illustrated account of her adventures in *The Bystander*.

Everybody is now talking of Emile Verhaeren, the Belgian poet. A new edition of his poems, translated into English, will be issued, containing new poems and a portrait by Sargent, which he has done especially for reproduction in this edition.

A new and enlarged edition of Bartlett's "Familiar Quotations" is shortly to be published. This work was first issued in 1875, and the nine editions which have already been sold comprise over 300,000 copies. The new edition will include quotations from living authors of note, including Kipling, Noyes, Russell, Bliss Carman, George Bernard Shaw and Henry Van Dyke.

Dr. George Hodges's "Cross and Passion," a collection of Good Friday addresses, will be ready this month in a new edition uniform with the author's other volumes of sermons. With it will also be published a new edition of "Faith and Social Service."

Elmer E. Ferris's "The Business Adventures of Billy Thomas" is shortly to be published. This is described as an entertaining novel of commercial life, brightly written and embodying not a little of the psychology of successful salesmanship.

A new edition of one of Owen Johnson's first novels, "Arrows of the Almighty," is to be published February 24th. It is said that excellent as Mr. Johnson's later work has been, this early story compares very favorably with it. As it has been out of print for some time, it will be welcomed by those not familiar with it who like good fiction.

Stephen Graham, the author of "With Poor Immigrants to America," "With Russian Pilgrims to Jerusalem," and other successful books, has a new work ready for publication in March. It is entitled "Russia and the World."

George Wharton James, the lecturer and writer, is now in Arizona gathering material for his new book, to be entitled

"Arizona, the Wonderland," a companion volume to his "California, Romantic and Beautiful."

Mrs. Eleanor H. Porter, author of "Pollyanna," was the guest of the Boston booksellers and one of the principal speakers at the banquet recently tendered to the president of the Booksellers' League. Mrs. Porter's new book, "Pollyanna Grows Up," will be published late in March.

"Y. M." is the name of a new periodical published in the interests of the Young Men's Christian Association throughout the British Empire. The publication office is in London, England.

Beginning with the May issue, McClure's Magazine will increase its type page from its present 224-line size to 680 lines—tabloid size.

February copyrights at Ottawa include a supplement to the Canadian Almanac, 1915, containing a list of the Catholic clergy in Canada.

William A. Ryrie, Vancouver, has obtained an interim copyright at Ottawa for "Efficiency Bookkeeping by Correspondence. Complete Course in Five Clear, Easy Lessons."

"The Enemy," by its title, sounds like a war book, and so it is, championing a war on alcohol. Some of the characters in the story are Billy Lane, the man who "could stop when he wanted to"; Harrison Stuart, the man who came back—temporarily; Mike Dowd, one of the enemy's humbler ambassadors; Octavia Stuart, the girl who worthily inspired the fight against "the enemy"; Geraldine Benning, who helped "the enemy"; Jean Stuart, whom the enemy couldn't beat; and "The Enemy"—we all know him, and some of us like him. The authors are George Randolph Chester and Lillian Chester. This is a book which is deserving of special attention in selling endeavor, as it is bound to appeal strongly to people interested in temperance work.

Monthly Record of New Books

PUBLISHED BY FIRMS ESTABLISHED IN CANADA.

Editor's Note.—This Month's Reports Include Books Published Since the First of the Year.

With a view to saving valuable space and at the same time preserve the alphabetical arrangement of book titles so essential for ready reference, numbers are used to indicate the respective publishers' names. The following are the numbers used and the respective publishing firms to which they refer:

- 1.—William Briggs.
- 2.—Cassell & Co.
- 3.—The Copp, Clark Co.
- 4.—J. M. Dent & Sons.
- 5.—S. B. Gundy.
- 6.—Hodder & Stoughton, Limited.
- 7.—Thomas Langton.
- 8.—The Macmillan Co.
- 9.—McClelland, Goodchild & Stewart.
- 10.—McLeod & Allen.
- 11.—Musson Book Co.
- 12.—Thos. Nelson & Sons.

Fiction.

- Adventures of Detective Barney.** Harvey J. O'Higgins. (9) Cloth, \$1.25.
- Amarilly of Clothes Line Alley** Belle K. Maniates. (9) Cloth, \$1.
- Arundel.** B. E. F. Benson. (1) Cloth, \$1.25.
- Ashton Kirk, Special Detective.** John T. McIntyre. (9) Cloth, \$1.25.
- Before the Gringo Came.** Gertrude Atherton. (9) Cloth, \$1.35.
- Bride of the Sun, The.** Gaston Leroux. (9) Cloth, \$1.35.
- Charity Corner.** Andrew Soutar. (2) \$1.25.
- C. O. D.** By Natalie S. Lincoln. (3) Cloth, \$1.25.
- Come and Find Me.** Elizabeth Robins. (12) Cloth, 20c.
- Corroding Gold.** Annie S. Swan. (2) -Cloth, \$1.25.
- Day of Judgment, The.** Joseph Hoeking. (2) \$1.25.
- Diary of a Beauty, The.** Milly Elliot Seawell. (7) Net \$1.25.
- Dusty Road, The.** Theresa Tyler. (7) net \$1.25.
- Felix Tells It.** Lucy Pratt. (9) Cloth \$1.25.
- God's Country—And the Woman.** James Oliver Curwood. (3) Cloth \$1.25.
- Great White Army, The.** By Max Pemberton. (2) Cloth \$1.25.
- Guimo.** By Walter Elwood. (3) Cloth, \$1.25.
- Hepsy Burke.** Frank N. Walcott. (7) Net, \$1.25.
- Here's To the Day.** McLean & Blighton. (11) Cloth, \$1.25.
- Homeburg Memories.** George Fitch. (9) Cloth, \$1.25.
- Les Amants de Pise.** By Peladan. (12) Cloth, 35c.

- Little Comrade.** Burton E. Stevenson. (9) Cloth, \$1.25.
- Little Straw Wife, The.** Margaret Bell Houston. (7) Net, \$1.00.
- Long Chance, The.** Peter B. Kyne. (10) Cloth, \$1.35.
- Love Letters of a Divorced Couple.** William Farquhar Payson. (7) Net, \$1.00.
- Luck of the Vails, The.** E. F. Benson. (12) Cloth 20c.
- Martha of the Mennonite Country.** Helen R. Martin. (7) \$1.50.
- Mr. Grex of Monte Carlo.** E. Phillips Oppenheim. (9) Cloth, \$1.35.
- Mystery of Lucien Delorme, The.** Guy de Teramond. (7) Net, \$1.25.
- On the Face of the Waters.** Flora Annie Steel. (12) Cloth, 20c.
- Paths to Glory** Irvin S. Cobb. (11) Cloth, \$1.50.
- Red Poppies.** Margaret Munsherberg. (1) Cloth, \$1.25.
- Return of Tarzan, The.** Edgar Rice Burroughs. (9) Cloth, \$1.35.
- Rose Garden Husband, The.** Margaret Widdemer. (9) Cloth, \$1.00.
- Second Blooming, The.** W. L. George. (9) Cloth \$1.35.
- Secret of the Reef, The.** Harold Bindloss. (10) Cloth, \$1.25.
- Sheep's Clothing.** Louis J. Vance. (3) Cloth, \$1.25.
- Siren of the Snows, A.** By Stanley Shaw. (3) Cloth, \$1.25.
- Splendid Chance, The.** Mary Hastings Bradley. (7) Net, \$1.25.
- Sword of Youth, The.** James Lane Allen. (3) Cloth, \$1.25.
- Time O'Day.** Doris Egerton Jones. (2) \$1.25.
- Trail of the Waving Palm, The.** Page Phillips. (9) Cloth, \$1.25.
- Turbulent Duchess, The.** By Percy J. Brebner. (1) Cloth, \$1.25.
- Velvet Glove.** H. Seton Merriman. (12) Cloth, 20c.
- What a Man Wills.** Mrs. de Vaizey. (2) \$1.25.
- White Alley, The** Caroline Wells. (7) Net, \$1.25.
- Wisdom of Father Brown.** G. K. Chesterton. (2) Cloth, \$1.25.
- Woman in the Bazaar.** Alice Perrin. (2) Cloth, \$1.25.
- Yellow Ticket, The.** Victoria Morton. (7) Net, \$1.25.

Non-Fiction.

- Adventures of Danny Meadow Mouse, The.** Thornton W. Burgess. (9) Cloth, 50 cents.
- Adventures of Grandfather Frog, The.** Thornton W. Burgess. (9) Cloth, 50c.
- American and the World War.** Theodore Roosevelt. (10) Cloth, 75c.

- A Reaping.** E. F. Benson, Autobiography. (12) Cloth, 35c.
- Baby Clothing.** Wilma Hitching and Delia Thompson Lutes. (9) Cloth, with 17 patterns, \$1.00.
- Battle of Rivers.** E. Dane. (6) 35c.
- Belgium in War.** J. H. Whitehouse. Descriptive. (4) Paper, 30c.
- Between the Lines in Belgium.** Franklin T. Ames. (9) Cloth, net \$1.
- Billy Sunday, The Man and His Message.** Wm. T. Ellis. (9) Cloth, \$1 net.
- British Battles on Land and Sea.** 2 vols. Sir Evelyn Wood, V.C. Each \$3 net.
- Canadian Woman's Annual and Social Service Directory.** By Emily T. Weaver, and A. and E. C. Weaver. (9) Cloth, \$1.
- Children's Story of the War.** (Canadian Edition.) History. (12) Paper, 8c. per monthly part.
- Christian Psychology.** Jas. Stalker. (6) \$1.25.
- Collected Papers on Public International Law.** John Westlake. Scientific. (4) Cloth, \$5.40.
- Determination of Sex, The.** L. Doncaster. Science. (4) Cloth, \$2.25.
- Diplomatic History of the War, The.** M. P. Price. (9) Cloth, \$2.50 net.
- End of the Trail, The.** E. Alexander Powell. (9) Cloth, \$3 net.
- English Essay and Essayist.** Hugh Walker. Educational. (4) Cloth, \$1.50.
- 15,000 Miles in a Ketch.** Raymond du Baty. (12) Cloth, 35c.
- Fighting in Flanders.** E. Alexander Powell. (9) Special Ed. net \$1.50; Cloth, \$1.
- Five Years Under Southern Cross.** Rev. F. C. Spurr. (2) \$1.50 net.
- Forty Years in Canada.** Major-General S. B. Steel. (9) Cloth, \$3.50 net.
- From Heligoland to Keeling Island.** (6) 35 cents.
- Gardening for Amateurs.** 2 Vols. By H. H. Thomas. (2) Each \$3 net.
- Germany and England.** J. A. Cramb. (11) Paper 35c.
- Germany Embattled.** Oswald Garrison Villard. (9) Cloth, \$1.25 net.
- German Emperor, The.** Christian Gauss. (9) Cloth \$1.25 net.
- God and the War.** Patterson Smythe. (6). 75c.
- Great Mirage, The.** By J. L. Ford. (11) Cloth, \$1.50.
- Hymns of Mason Neale.** Neale. (6). \$1.50.
- Imperial Germany.** Prince Von Bulow. Political. (2) Cloth, 75c.
- Introduction to the Study of Color Vision.** J. H. Parsons. Science. (4) Cloth, \$3.75.

Italian Dictionary. Alfred Hoare. (4) Cloth, \$12.60.

King Albert's Book. (6) Cloth, \$1.25.

Kitchener, Organizer of Victory. Harold Begbie. (9) Cloth, \$1.

Life of Lord Roberts. Sir George Forrest. Biography. (2) Cloth, \$4.

Life and Times of Lord Strathcona. W. T. R. Preston. (9) Cloth, \$2.50.

Making of the War, The. Sir Gilbert Parker. (9) Cloth, 50c.

Nelson's History of the War. Vol. I. John Buchan. History. (12) Cloth, 35 cents.

Nelson's Legacy: Lady Hamilton, Her Story and Tragedy. By Frank Danby. (2) \$4. net.

Of Queens' Gardens. By Emma Scott Raff. (Book.) Emma Scott Raff, Toronto, Ont.

Orchard Pavilion, The. (Belles-Lettres) By. A. C. Benson. (3) Leather, \$1.25.

Origins and Destiny of Imperial Britain. J. A. Cramb. (11) Cloth, \$1.25.

Pep. Col. W. C. Hunter. (3) Cloth, \$1.

Philosophy and the Spirit. John Snaith. (6) \$3.

Philosophy of the Christian Religion. Fairbairn. (6) \$1 net.

Physical Geography. Philip Lake. Educational. (4) Cloth, \$2.25.

Pro Patria. Wilfrid Holliday. Poetry. (4) Cloth, 75c.

Prussianism and Its Destruction. Norman Angell. (9) Cloth, 50c.

Rhymes and War Songs. By Currie Crowe. (Book.) William John Crowe. (Book.) William John Crowe, Winnipeg, Manitoba.

Scottish Regiments at the Front. E. C. Vivian. (6) 35c.

Secret of an Empress, The. Countess Zanardi Landi. (2) Cloth, \$4.

Sir John French. Cecil Chisholm. (9) Half Morocco, \$6 net.

Some Facts Concerning the Orange Order. Compiled by Wor. Bro. H. J. Bennett. (Book.) Harry Rickard Franks, trading as H. R. Franks & Company, London, Ont.

Stamp Collecting. Hobby Books. (12) Cloth, 35c.

Standard Dictionary, High School Edition. (9) Cloth, \$1.50 net.

Submarines in War. G. W. Dionville. (6) 35 cents.

Sword of the Lord. A. C. Hill. (6) \$1.50.

Un Philosophie sous les Toits. Souvestre. Collection Nelson. (12) Cloth, 35c.

Unspeakable Prussian. C. Sheridan Jones. Political. (2) Cloth, 75c.

Veil and Vision. M. Gibbon. (6) \$1.50.

War and Democracy, The. By R. Seton-Watson and Others. (8) 50c.

World Power, The Empire of Christ. Rev. John MacNeill. (9) Cloth, \$1.25.

Year Book of Social Progress. Sociology. (12) Cloth, \$1.50.

Bits from Books

SNAPPY PARAGRAPHS

To find a husband is the problem of Betty, being the burden of the story Meg Villars has to tell in "Betty-alone," and that the tale of her quest takes up a volume of regulation size is rather surprising considering what a bewitching little maid she is.

She finds him all right when she comes to New York after having been down pretty deeply in the risqué life of Bohemian Paris. Here is one choice bit of Betty's chronicles of what she saw of people and their doings and what she thought of them:

"I loitered for one short but exciting moment. There were gloriously dressed damsels sitting on high stools round the bar, sucking pretty-colored liquids through straws out of long glasses; they were all showing a goodly amount of hose—tight skirts wrinkle up so nowadays—and looking like La Vie Parisienne's cartoons. One of them wore garters! I saw the flash of a diamond buckle! I thought they were out of fashion. I suppose "their" fashions are not quite the same as other people's, though! The men were rather nice to look at, but, I should imagine, horrid to talk to; they looked so very blase, and they all had a sort of out-all-night-washed-properly-next-day-but-nasty-taste-in-your-mouth expression."

Out of the Ginger Jar.

"Pep" is as gingery as its name. Col. W. C. Hunter, author of "Brass Tacks" wrote it. "Do you need a lift or a push—sympathy or a slap on the back—are you a help or a hindrance to yourself? In either case, you don't know what's wrong—you want to know what's right! Let this book tell you," says the foreword.

Detective Barney on Books.

From "Detective Barney," by Harvey J. O'Higgins:—"For him, all books were divided into three classes: school books, religious books and books to read. In school, he had been made to commit poems to memory from the pages of his reader, and he supposed that all verses were rhymed to make them more easily remembered. He knew they were always nauseatingly moral and hence supposed to be medicinal, out of school, he would no more read them than he would order a drink of castor oil at a soda fountain."

Marriage, Love's Antidote.

From "The Pretender," by Robert W. Service: "Love is an intoxicant, marriage the most effective of soberers. It

is a part of life's discipline, a bachelor's punishment for his sins, a life-long argument in which one is wise to choose an opponent one can out-voice. How the fictitious values of courtship are discounted in the mart of matrimony! It makes philosophers of us all. Having been a benedict three weeks, of course I know everything about it."

Epigrams.

From "A Reluctant Adam," by Sidney Williams:

"Truth—man's last refuge with woman, and woman's great strategy with man."

"There are born old maids, but nobody ever saw a natural old bachelor."

"Any unpaid man at an afternoon tea is a philanthropist."

"Indifference is the sharpest lance in the lists of love."

"The heart of a man is less easily touched than his pride."

From "Seven Years on the Pacific Coast," by Mrs. Hugh Fraser and Hugh Crawford Fraser:

"What is all our culture and thought worth compared to the work of men who add millions of acres to the world's wheat-belt, who turn jungle into pasturage and water the desert until it blooms into life?"

From "The Sword of Youth," by James Lane Allen:—"If I never come back, think of me as having tried to do right. Perhaps I may have tried too hard. Perhaps all of us, for the sake of one right, are often obliged to neglect some other right. Perhaps only God can always do right with all things. If we men try to attend to one duty, we have to neglect some other duty."



OPPENHEIM IN LONDON.

E. Phillips Oppenheim, whose home in Sheringham, England, on the North Sea, narrowly escaped being hit by shells, when the Germans bombarded that town recently, is now living in London. From the windows of his flat he can overlook the War Office, and watch the ever passing processions of military and diplomatic personages. This close contact with international politics must seem familiar to Mr. Oppenheim.



BOOKS IN DEMAND AT N. Y. LIBRARY.

The New York Public Library, Circulation Department, reports books most in demand, excluding fiction, for the week ending February 24, as follows:—Dawson's "Evolution of Modern Germany," Antin's "Promised Land," Street's "Abroad at Home," Tagore's "Poems," Radziwell's "Memoirs of Forty Years," "Phillips's "Photo Drama," and Cramb's "Germany and England."

A Budget of News About New War Books

"Britannia's Answer and Other War Poems," by Lauchlan MacLean Watt, has just been issued in London in a one shilling edition and in a special edition bound in fancy cloth, neatly boxed for presentation purposes, 3s. 6d. The author is the well-known minister of St. Stephen's, Edinburgh.

Oswald Garrison Billard, editor of the New York Post, is the author of "Germany Embattled" and American interpretation. The book first states thoroughly the case of Germany and then shows why American traditions render it impossible for most Americans to agree with her.

"The German Emperor as Shown in His Public Utterances," throws an interesting light on that modern Caesar by means of direct quotations from his addresses, with an introduction and running comment by Prof. Gauss.

Special interest attaches to the book, "America and the World War," by Theodore Roosevelt, by reason of the ex-president's recent sensational expression of opinion as to the obligation of the United States relative to the Hague Convention.

"Ways of War and Peace" is the title of a book by Celia Austrian, being an account of the experiences of an American girl and her mother in Germany during the days and weeks following the declaration of war.

Elbert Francis Baldwin has written "The World War," bringing together and contrasting interpretations of the different nations concerning the causes of the conflict and the progress up to date. The book is designed to show how the war looks to the nations involved and what it means to America.

In "The War of Steel and Gold," H. M. Brailsford finds the ultimate explanation of the nations' rivalry in diplomacy and armaments in the present competition in the export trade. He follows up this study of the armed peace with some novel constructive proposals.

"The Kaiser," a book about the most interesting man in Europe, is the name of a volume edited by Aza Don Dickinson, being an attempt by several men to present an unbiased view of the German Emperor with his contradictory personality.

A volume edited by M. Price, under the title of "Diplomatic History of the War," includes the accounts of the negotiations prior to the declaration of war as told respectively in the English White Papers, the German Denkschrift, the Russian Orange Book, the Belgian

Grey Book, and the Austrian White Paper. The material is arranged in chronological order, giving a constructive and concise picture of these vital historical events.

"Europe at War," described as the Red Book of the greatest war of history, gives a complete account of the nations of Europe now engaged in the

midst of the destruction and distress attending the invasion of Belgium.

The History of France, Russia, Germany, Belgium, Austria and Japan in a condensed readable form in six separate volumes are included in a series under the general title of "The Nations of the War," the series being edited by L. G. Redmond Howard.



RICHARD HARDING DAVIS.

An unusual photograph is the accompanying one of Richard Harding Davis, this photograph being attached to the passport which, though bearing the signatures of Brand Whitlock, the United States Minister to Belgium and Hugh S. Gibson, secretary of the legation, led to the arrest of Mr. Davis on the charge of being a spy! The complete account of his experiences in Belgium and France are given in his remarkable book, "With the Allies."

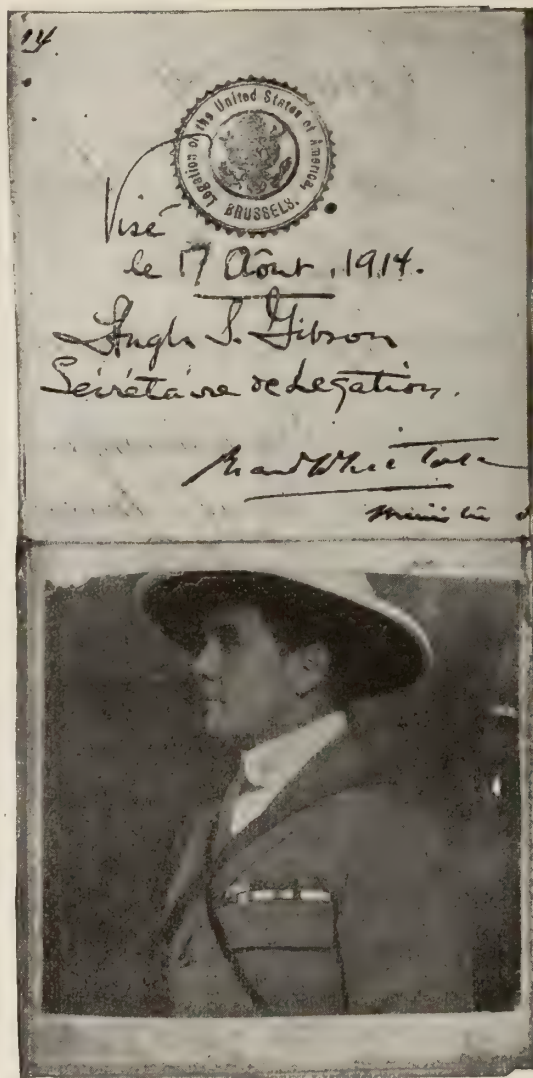
Tariffs and the War.

The immediate causes of this war, and I believe they have not before been presented on this side of the ocean, are connected with commercial treaties, protective tariffs, and financial progress.

Germany is buttressed by tariffs and commercial treaties on every side. Years ago I was told in Europe that the commercial treaties wrested from France in 1871 were of more value to Germany than the billion dollars of indemnity she took as her price to quit Paris. But I did not realize until I was this winter abroad how European countries had warred by tariffs, and that Germany and Russia were preparing for a great clash at arms over the renewal of commercial and tariff treaties which expire within

two years, and which had been forced by Germany upon Russia during the Japanese war.

German "Kultur" means German progress, commercially and financially. German progress is by tariffs and commercial treaties. Her armies, her arms, and her armaments are to support this "Kultur" and this progress.—From "The Audacious War," by C. W. Barron.



The passport and photograph which, though indorsed by Mr. Whitlock and Mr. Gibson, led to the arrest of Mr. Davis

struggle, their equipment, food supply, finances, and deals with the effect of the war in the United States, etc. This book has more than 200 illustrations.

"The Fighting Retreat to Paris," by Roger Ingpen, is a new volume in the pocket books about the war.

In "Six Weeks at the War" the Duchess of Sutherland tells of the work done by her ambulance corps in the

An important volume shortly to appear in the series entitled, "A History of Diplomacy in the International Development of Europe," by David Jayne Hill, formerly United States Ambassador to Germany, is volume 3, dealing with the "Diplomacy of the Age of Absolutism." It will be published at \$6. The previous volumes were "The Struggle for Universal Empire" and "The Establishment of Territorial Sovereignty."

An interim copyright has been granted at Ottawa for a book entitled "What More Can Britons Do?" by William John Curry Crewe, of Winnipeg.

An interesting announcement is "The Life of His Majesty, Albert, King of the Belgians," dedicated to Her Royal Highness, Princess Marie Jose of Belgium. The book is written, on popular lines in a chatty and anecdotal style, by John de Coureay Mac Donnell, author of "Belgium, Her Kings, Kingdom and People."

War books recently issued include: "With French at the Front," a story of the Great War, by Captain Brereton, author of "With Roberts to Candahar"; "The British Army Book," by Paul Danby and Lieut.-Col. Field, R.M.L.I.; "Modern Weapons of War: By Land, Sea and Air," by Cyril Hall; "Europe Since Napoleon," by E. Levett, with 10 maps, and "A Boys' Book of Battleships," a splendid picture story-book for boys, illustrated by all the latest types of war-ships. The text brings the story of the British Navy down to the present war.

"The Moral Paradoxes of St. Paul," by Rev. W. L. Watkinson, D.D., is the title of a new book which is spoken of as "an exposure of Nietzsche," who is behind Bernhardt, the writer who inspired the German practice of "frightfulness" in warfare. People have asked themselves how such methods could be recognized by a nation nominally Christian and long honorably distinguished for its religious zeal. The answer is to be found in the wide acceptance of the philosophy of Nietzsche, which is neither Christian nor humanitarian. The book is published in the limp paper edition at 2s. and a cloth edition at 3s. 6d.

The Hamming Publishing Co. of Chicago has become the Hamming, Whitman Co.. M. A. Whitman, for a number of years sales manager for Rand, McNally & Co., having become a member of the firm.

A new volume of special Canadian interest, which has just been published, is entitled "Canadian Essays and Addresses," by Principal Peterson, of McGill University.

"The Guns of Europe," by Joseph A. Altsheler, is the name of a war book which has just been published. The

author is one of the few American writers fortunate enough to be in Europe when the war broke out, and since returning to America he has, through



The Big Krupp Gun

friends in England, France and Germany, kept in close touch with the military operations of the allies and Germans alike.



E. PHILLIPS OPPENHEIM.

I have read your latest book, Oppenheim; it involves a swarthy crook, Oppenheim; and a maid with languid eyes, and a diplomat who lies, and a dowager who sighs, Oppenheim, Oppenheim, and your glory never dies, Oppenheim. Oh, your formula is great, Oppenheim! Write your novels by the crate, Oppenheim! When we buy your latest book, we are sure to find the crook, and the diplomat and dook, Oppenheim, Oppenheim, and the countess and the crook, Oppenheim! You are surely baling hay, Oppenheim, for you write a book a day, Oppenheim; from your fertile brain the rot comes a-pouring, smoking hot, and you use the same old plot, Oppenheim, Oppenheim, but it seems to hit the spot, Oppenheim! You're in all the magazines, Oppenheim; same old figures, same old scenes, Oppenheim; same old counts and diplomats, dime musee aristocrats, same old cozy corner chats, Oppenheim, Oppenheim, and we cry the same old "Rats!" Oppenheim. If you'd only rest a day, Oppenheim! If you'd throw your pen away, Oppenheim! If there'd only come a time when we'd see no yarn or rhyme 'neath the name of Oppenheim, Oppenheim, Oppenheim, it would surely be sublime, Oppenheim! —Walt Mason.

WHO IS JOHN BUCHAN?

Many people are asking "Who is Mr. John Buchan?" the author of "Nelson's History of the War." While it would be difficult to find a man better qualified for the work, not merely by reason of his literary attainments, but equally so on grounds of scholarship and experience, his name is yet unfamiliar to many Canadians.

His career at Oxford was the prelude to a ripening experience as an administrator in South Africa, where he acted as private secretary to Lord Milner. He has several books to his credit, each one excellent of its kind, but totally different from the others. Without describing them in detail, we may say that one—"Prester John"—has been called the best thing since "Treasure Island."

Returning to England after the South African war, Mr. Buchan was for a time literary adviser to Blackwood's. For some years past he has been a partner in the firm of Thomas Nelson & Sons.



ERVINE DEFENDS SHAW.

St. John G. Ervine, the dramatist and novelist—Mr. Ervine's "Mrs. Martin's Man," has met with considerable success since its publication in this country in January—has recently come to the defence of George Bernard Shaw, whose articles on the war have been hotly criticized in England. In a communication to the Westminster Gazette Mr. Ervine says that "Mr. Shaw's writings have caused quite as much anger among the Germans who have read them as among those English journalists who haven't the wit to understand them." But the point that Mr. Ervine emphasizes is that "through his special stories dealing frankly with war problems, Mr. Shaw has restored the priceless privilege of criticism to people who had lost it through the inertness of a cowardly press."



UNIQUE BOOK ADVERTISING.

Some people might call a clothes-pin an undignified instrument with which to advertise a book, but that "ad" of "Amarilly of Clothes-Line Alley" looks like a mighty ingenious idea. A plain clothes-pin—the kind Amarilly used to pin up the wash—was sent through the mail with an address tag bearing the words "Pin Your Faith on Amarilly of Clothes-Line Alley," and on the reverse side a brief description of the book. Miss Belle Kanaris Maniates, author of this book, is widely known in Michigan, her native state. She is a grandniece of Admiral Constantine Kanaris, whose great naval victory in 1847 was one of the most important in Greek history, and which inspired Victor Hugo's ode to that old sea fighter.

Books Received

Chronicles of a German Town, by the author of "Marcia in Germany." London: Methuen. Cloth, 1s.

In this novel the author vividly portrays the various phases of public feeling, criticizes the German army, and deals with the amazing contrast to be found in the Kaiser. The present German attitude towards Britain is aptly illustrated by these words spoken by one of the characters in the book: "The future of Germany lies in the downfall of England."

The German Army in War by A. Hillard Atteridge. London: Methuen. Cloth, 1s.

This book is the full and popular account of the German army by one who has studied its operations and ambitions.

The British Navy in War, by L. G. Carr Laughton. London: Methuen. Cloth, 1s.

The author of this book is the editor of *The Mariner's Mirror*, and its object is to make the work of the royal navy in the great war more easily comprehensible to those who have made no previous study of the class of naval warfare.

Nancy and the Coggs Twins by Marian Ames Taggart. Boston: Page. Cloth, \$1.50.

The kindly, merry, breezy Coggs twins—four girls—first introduced in "Nancy, the Doctor's Little Partner," take the centre of the stage in this new story, although Nancy plays a most prominent part, in which she maintains the same delightful character which has made her so beloved by many young readers.

What Is Wrong With Germany? by William Harbutt Dawson. New York: Longmans, Green & Co. Cloth, \$1.

The chapter headings of this book are as follows: The New Culture and the Old; Treitschke and the State as Power; the State and the Citizen; Absolutism Under Constitutional Forms; Kaiserism and Byzantism; Prussian Militarism; the Emperor and Weltpolitik; the New Imperialism; the Alienation Between North and South, and Reforms From Within and Without.

Gleams of Sunshine by J. H. Grant. Toronto: Briggs. Cloth, \$1.

A volume of optimistic poems, some of which embody strong patriotic and national sentiments.

Daily Mail Year Book. London: The Associated Newspapers. Paper.

The fiftieth annual issue of this book of useful information contains three hundred pages bristling with interesting facts and figures with the whole world its scope.

"The Creation of Wealth: Modern Efficiency Methods Analysed and Applied," by J. H. Lockwood. Cincinnati: The Standard Press. Cloth, \$1 net.

With rare insight and good judgment the author has set forth in this book the problems of the world of business, which directly or indirectly concern every man and every woman, and it is admitted by the author as the solution of business problems. In simple language and with a wealth of apt and entertaining narratives, it interprets the industrial maze for the average reader.

Billy Sunday: The Man and His Message, by Wm. T. Ellison, LL.D. Toronto: McClelland, Goodechild & Stewart. Cloth, \$1 net.

This is a volume of 464 pages, of which 32 pages are illustrations, and the volume contains the heart of Mr. Sunday's gospel message arranged by subjects, being published by special agreement with him for the use of copyright material and photographs, which could



be used only by his permission. The author in his own words says that he has written this narrative concerning Billy Sunday because he is the most conspicuous Christian leader in America today, and because he has done an entirely unique and far-reaching work of evangelism, with a message for all men.

The Island of Make-Believe, by Blanche Wade. Boston: The Page Co.

This is a most attractive volume, with illustrations by Emma Troph, including nine colored plates.

American Composers, by Rupert Hughes and Arthur Elton. Boston: The Page Co. Cloth, boxed, \$1.50 net.

This is a new revised edition with 32 full-page plates in duogravure. It is a study of the music of America and of its future, with biographies of the leading composers of the present time.

Brother-in-Law to Potts, by Parry Truscott. London: T. Werner Lawrie, Ltd. Paper. Colonial edition.

The Golden Milestone, by Frank W. Boreham. London: Chas. H. Kelly. Cloth, 3s .6d.

The Russian Problem, by Paul Vinogradoff. London: Constable. Paper 1s. net.

Referred to elsewhere in this issue.

Something Like, by Francis E. Vincent. London: T. Werner Lawrie, Ltd. Paper, 1s.

The Importance of Being in Earnest, by Oscar Wilde. London: Methuen. Cloth, 1s.

This has been called the wittiest play since Sheridan, and at each revival it has met with immense success, and is as certain of periodical reappearance as any other comedy of our time.

The Sword of Youth. By James Lane Allen. Toronto: Copp, Clark Co. Cloth, \$1.25.

Joseph Sumner, the youngest son of a mother who has already given her husband and four sons to her country, stirs his mother to a strange anger when, at seventeen, he announces his intention to join the army. Her bitter words open a breach between them and send him to his sweetheart Lucy for comfort. In the morning he is gone. It is only when his mother lies dying that her heart softens toward her son, and she sends him an urgent message to come to her at whatever cost. He goes at the risk of his life, knowing that he will be counted a deserter.

The admirers of James Lane Allen will find in this latest novel of his all the atmospheric charm, the originality, and picturesque realism that distinguish his best Kentucky fiction.

The Adventures of Detective Barney. By Harvey J. O'Higgins. Toronto: McClelland, Goodechild & Stewart. Cloth, \$1.30.

"Detective Barney," is Barney Cook, aged sixteen, with all a New York East Side lad's worldly wisdom and nerve and a large amount of his own special brand. Barney has the normal boy's keen interest in what lies behind the doors of a detective bureau, and when he gets a chance to show the famous head of a certain famous bureau what he can do he proves that his street slang and ever-ready smile are backed by certain Sherlock Holmes qualities valuable in the business.

Adventures follow thick and fast; and the reader gets almost as much excitement out of them as Barney does, and that is saying a good deal, for Barney plays his share of the game to the limit, and enjoys it all hugely.

Science and Faith: The Spiritual Law in the Physical World, by W. A. Azbill. Cincinnati: The Standard Publishing Co. Cloth, \$1.50.

This work is a scientific attempt to harmonize the latest findings of scientists with biblical utterances, and it will

appeal especially to men whose primary interests are in the field of physical science, who have found difficulty in maintaining a religious faith.

Classified Guide to Technical and Commercial Books, compiled by Edgar Greenwood. London: Scott, Greenwood & Co.

A subject list of the principal British and American works in print, grouping them into sections and sub-divisions. This volume is the outcome of a growth of technical education which has created the demand for books covering a wide range of technicalities. Hitherto the inquirer has had to search through various catalogues for a book on any given subject. This guide enables him to see at a glance all the books of any standing dealing with nearly every profession and industry. Its practical value to booksellers is readily apparent.

The Spell of Spain, by Heath Clark. Boston: The Page Co. Cloth, boxed, \$2.50 net.

This volume is the latest in the spell series and describes in a most interesting manner the attractions of Spain for the traveler, besides conveying to the reader the spell of that "Arabian Nights' land."

The New Canadian Bird Book for School and Home. By W. T. MacClement, M.A., D.Sc. (Book.) W. O. McIndoo, Toronto Ont.,

In the February issue an error occurred in this department in chronicling the price of the revised edition of "American Composers," published by the Page Company. It is a \$2.50 volume, not \$1.50 as stated.



The New Methodist Hymn Book.

Some unfortunate and entirely unauthorized items recently in the daily press seem to have given the trade some idea that the new Methodist Hymn Book now in course of compilation would be ready for the market this spring, and in consequence booksellers have been considerably interested. Enquiry reveals that this idea is very far removed from the facts since the secretary of the committee informs us that the new book as yet is only in preparatory stages and that the committee chosen for its compilation has not yet even finished its work of selection. When the list of hymns and tunes is finally decided upon, which is likely to be some months in the future, the task will then remain of securing privilege on the hymns and tunes on which copyrights prevail. This will apply to practically sixty per cent. of the collection, and since the owners of these copyrights are very widely scattered, it will be somewhat of a time-

consuming task to complete. The work of printing the varied editions of such an extensive book is also rather a large one and considering everything, the secretary of the committee announces that the new book cannot be expected to be ready for sale at least until the later months of 1916 and probably not until early in 1917.

Contrary Mary Temple Bailey. Toronto: Copp, Clark Co. Cloth, \$1.25.

What is the cure for a man sick at heart—one who has lost faith in himself and God and his fellows? Roger Poole found in the clear eyes of Mary Ballard something that stirred him to go out



TEMPLE BAILEY.

and win back a place in the world. Was she really *Contrary Mary*, or did she only appear so to those who did not understand her passion for work and independence—and real love?



AN EPIC OF THE MOVIES.

In "The Beloved," James Oppenheim's new romance, two currents of modern life are charted, so to speak. That labyrinthine section of old New York, known as Greenwich Village, which, of recent years, has become a sort of Quartier Latin, is the scene of the story, and thus finds a place in contemporary literature, as literary workers have found their place in it. The heroine, Beatrice Dargan, is reborn through love, develops her talent through pain and grief, and becomes the idol of cinema audiences. The description of the making of movie films and of the passion and fervor that animate the principals, is powerful and dramatic writing. Mr. Oppenheim's intimate experience with the moving picture adventure, as scenario writer and director, enables him to make his presentation vivid and real. Alter the focus of the story slightly, and it might carry the title "Love and the Movies."

Canadian Books

AND THEIR WRITERS.

"Twentieth Century Impressions of Canada," is an edition de luxe of nearly one thousand pages and over one thousand illustrations, with contributions from well-known writers. It deals with the history, people, commerce, industries and resources of the Dominion, and in addition to the live facts connected with the Canada of to-day, there is a most readable survey of the past history of the country by Mr. Percy Evans Lewin. Other contributors include such well-known authorities as the following:—George A. Young, M.Sc., Ph.D.; Harlan I. Smith, archaeologist, Geological Survey, Ottawa; C. M. Barbeau, B.A., B.Sc. (Oxon.), assistant anthropologist, Geological Survey of Canada; R. F. Stupart, Director Meteorological Service of Canada; J. Castell Hopkins, F.S.S., F.R.G.S.; W. W. Edgar, M.A., Department of Labor, Ottawa; J. C. Hemmeon, M.A., Ph.D., Associate Professor of Economics, McGill University, Montreal; T. K. Doherty, LL.B., Commissioner International Agricultural Institute, Ottawa; Professor S. B. McCready, B.S.A., Director of Elementary Agricultural Education, Province of Ontario; O. C. White, Assistant Dominion Field Husbandman, Central Experimental Farm, Ottawa; W. T. Macoun, Dominion Horticulturist, Central Experimental Farm, Ottawa; H. S. Arkell, Assistant Live Stock Commissioner; J. A. Ruddick, Dairy and Cold Storage Commissioner; J. B. Spenser, B.A., Editor Publications Branch, Department of Agriculture for Canada; John McLeish, B.A., Chief of the Division of Mineral Resources and Statistics, Department of Mines, Ottawa; T. M. Hamer, B.Sc.; C. N. Nash, biologist, Department of Education of Ontario; Francis E. Lloyd Macdonald, Professor of Botany, McGill University; B. E. Fernow, LL.D., Dean of the Faculty of Forestry, University of Toronto.

The affairs of each province are dealt with in special articles. Altogether, the "Twentieth Century Impressions of Canada" is a timely production, and one that deserves serious study.

There has just appeared the first volume of a three-volume history of Montreal by Dr. Wm. H. Atherton. This first volume covers the French regime from 1535 to 1760. When completed, the work will tell the tale of Montreal from the landing of the first white men to the end of 1914.

Among the new books brought out this month is a reprint edition of Gilbert Parker's French-Canadian novel, "The Trail of the Sword," appearing in an attractive picture jacket. This will be followed by a reprint edition of the

same author's great novel of the South African war, "The Judgment House."

The new home of the Methodist Book Publishing Co., Toronto, is to be opened in May.

Mrs. Cotes' novel, "His Royal Happiness," which was dramatized recently, had its first Canadian presentation in Toronto during the week of January 11th.

"The Orchard Pavilion" is a new volume of essays, by A. C. Benson, in a \$1.50 leather-bound volume.

"A Salute from the Fleet" and other poems, by Alfred Noyes, is down for publication in March.

"The Siren of the Snows," by Stanley Shaw, which is to be published next month, is a thrilling story, the scenes of which are set in the Province of Quebec, and is concerned with a conspiracy which threatens the independence of the United States, involving the former Premier of Canada and a disgruntled United States millionaire. It is highly imaginary and most adventurous, and produces an interesting love story, the hero, Allen Jansen, being a United States secret service man, being torn between love and duty in helping to thwart the conspiracy.

Education in Quebec

Education in the Province of Quebec is the title of a pamphlet of 130 pages, issued by the Department of Public Instruction of that province. The purpose of its preparation was to provide answers to a series of questions submitted by the Education Department at London, England, to educational departments throughout the Empire. The pamphlet will also serve the purpose, where it is read and appreciated, of removing some erroneous impressions held abroad as to the status of the schools and other educational institutions of Quebec. The pamphlet was prepared by Dr. G. W. Parmelee and J. C. Sutherland, officers of the educational service. It deals with the history as well as the present status of education and of the administrative machinery.

A book of clever cartoons on the war and its results is entitled "Boches," and is from the pen of the well-known Montreal caricaturist and draughtsman, J. Charlebois. In the pages the Kaiser is burlesqued with skill. The first of the lot is "Après 2,000 Ans," and pictures Wilhelm looking at himself as the great Hun, across whose breast are the words "Gott mit uns." "La Multikulture" is a take-off on the Emperor's versatility. There is a bite in "Nous Serons les Premiers Penseurs," and "l'Eternal," hits hard at Germany. "L'Entente Cor-

diale" explains itself, and there are several other very pointed caricatures. A compliment is paid "The Bear." "Le Dernier Tyran" sees the Kaiser in a cell guarded by a soldier of France. "Boches" is published at twenty-five cents.



Lists Received

An attractive illustrated catalogue of new books has been received by Bookseller and Stationer from Harold Copp, representative in Canada for Blackie & Sons of Glasgow. The list is especially strong in books for boys and girls and books for younger children. The list contains information also regarding a new series of descriptive books, including four volumes dealing with Beautiful Switzerland; five volumes dealing with Beautiful England, and four titles dealing with Beautiful Ireland. The books in the first series each contain 12 full-page illustrations in colors. They are quarto volumes bound in board and published at two shillings, while those in the Beautiful England and Beautiful Ireland series appear in a similar edition, but also in levant, grained leather and smooth lambskin bindings, published at 3s. 6d. per volume. Among the new books for boys, is observed a new volume by Captain Brereton, entitled "A Sturdy Young Canadian."

A 66-page catalogue comes from Rand, McNally & Co., of Chicago, and its comprehensive nature, together with the detailed information regarding their various publications, makes it a valuable handbook for the bookseller. In addition to books it deals with this firm's extensive series of pocket maps and atlases. In a series of 24 vest pocket city maps, Montreal and Toronto are included. The data include streets, parks, car lines, railroads, depots, public buildings and cemeteries, and on the reverse side of each map appears a complete index of streets and of the more important places of interest and amusement.

Considerable attention is paid in the catalogue to trade atlases, which are in strong demand at the present owing to the European war. The general literature section is especially strong in juveniles.

A most interesting catalogue comes from the Thos. Y. Crowell Co., of New York, comprising 120 pages dealing with various branches of literature. Among the new publications listed is a fairy book entitled "Danish Fairy Tales," by Svend Gruntvig, being a representative collection of Danish tales selected and translated by Gustav Hein. Another is "Forty-four Turkish Fairy Tales," by Ignace Kunos, being selections of rep-

resentative Turkish tales. A thrilling new volume of adventure which is listed is "Heroes of the Farthest North and Farthest South," by J. Kennedy MacLean. A new series of books listed in this catalogue are the works of Christian D. Larson, comprising 21 books which discuss the greater powers and possibilities in man, presenting practical methods through which they may be applied. Five new titles are listed in the Inspirational books by Orison Swett Marden. Other new books listed include the Imperial Series of two volume sets, the Lombardy edition of Popular Classics, comprising 45 books. This catalogue is well worth a place in the bookseller's library of trade helps.

An interesting new list received from J. M. Dent & Sons regarding various new books, includes six new volumes in this firm's series known as "Tales for Children from Many Lands," bringing the total number of volumes in this series up to 16.

A new series for young people begins with "In Sunny Spain," by Catharine Lee Bates and "Under Greek Skies" by Julia D. Dragounis. This series of stories for young people is designed to make English children fully acquainted with the children of other nationalities. The scenes of the stories are laid in different countries and the child life described very intimately. It is hoped that not only will children be keenly interested in the stories, but that they will feel the atmosphere of the different peoples. Each volume has a frontispiece in color, besides many other illustrations. They are crown octavo volumes published at 3s. 6d. in England.

From A. R. MacDougall & Co. comes a copy of the Chas. H. Elliott Co.'s new list featuring the general line of greeting cards for different seasons, dinner cards, tally cards, birthday cards and congratulation cards for various occasions. In the 1916 calendar pads, 13 assorted shapes and sizes are illustrated and described.

An extensive list comes from Judges, Limited, photographic publishers of London, giving list of subjects in stock and also list of towns for which local cards have been published by them. Special interest attaches to a list of 200 views of London by day and by night. Many of the subjects are obtainable also in photographs 5 x 8 in. in size, and others in size 7 x 10½ in.



The temperament or personality of a store is vividly expressed in its face. The face of a store is its advertising. You can judge a store by its advertising the same as you can judge a man by his facial expression.

BUYING RIGHT INSURES GOOD PROFIT

Dealer success depends upon buying wisdom. The rapidly increasing number of Canadian dealers now selling the "A.A." line of self-filling fountain pens proves that it would be wise and profitable for all dealers to stock them.

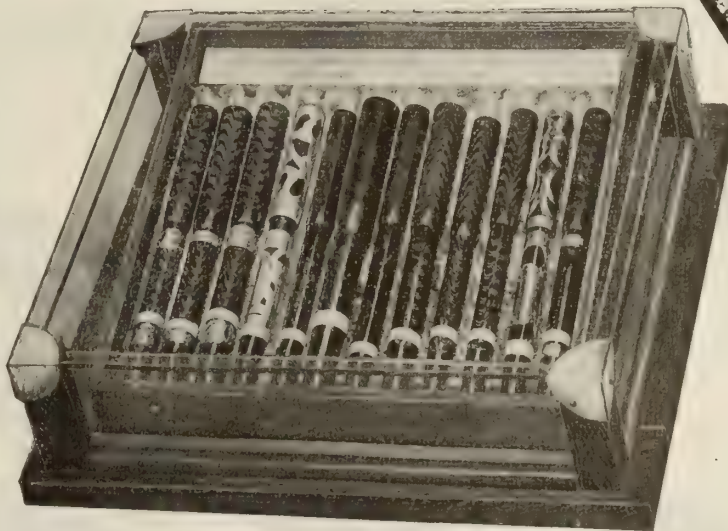
The Pen with the Magic Button

has gained great popularity with the Canadian public, for it never falls short of its advertised qualities.

What is popular is profitable, and for this reason you should carry the "A.A." line. We co-operate with you by consumer advertising in Canadian magazines.

What about your holiday stock?

This attractive display case will be furnished FREE to every bookseller and stationer adding the "A.A." line. Each assortment includes self-fillers, middle joint, lower end joint, and safety fountain pens.



Write to your jobber at once for catalogue and trade discount sheet or to

ARTHUR A. WATERMAN & CO.

22 THAMES STREET, NEW YORK CITY

NOT CONNECTED WITH THE L. E. WATERMAN CO.

Stafford's Inks

Mucilages and Paste
are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks



SPRING
1915

The Line of Quality and large profit-making possibilities for the Retail Merchant

STAUNTON
\$ SUPERIOR \$
WALL PAPERS

Say the word and we will be pleased to make arrangements for you to see this popular Made-in-Canada Line.

STAUNTONS LIMITED

Wall Paper Manufacturers

933 Yonge Street

Toronto

The Pens with the Smoothest Gold Nib

THE
SWAN FOUNTAIN
PEN



Recognized the world over as the Standard Fountain Pen, bringing profitable business to Thousands of Retailers. Made in a variety of points in all sizes to suit every hand and shows a good profit. Write for terms and catalogue.

MABIE, TODD & COMPANY

243 College Street

The Makers

TORONTO

LONDON

PARIS

BRUSSELS

NEW YORK

CHICAGO

Your Best Evidence of Good Sales

lies in the enthusiasm of the average user for B. & P. Steelback Ledgers.

B. & P. Steelback Ledger binders have the finest mechanism that brains can devise. Test this yourself. See how smoothly the Steelback expands or contracts. Note how firmly it grips the ledger sheets—how it stays locked—never works loose.

B. & P. Steelback Ledger Binders expand fully 100%—and open FLAT. The unsurpassed quality of the mechanism—finds its counterpart in the binding—the finest English pigskin and the best corduroy.

Your customer's enthusiasm, your enthusiastic co-operation, and continued good profits are sure to result from the B. & P. Steelback Line.

Write for free catalogue to-day, and get this popular, economical line in your store.



Boorum & Pease Loose Leaf Book Co.

Makers of "STANDARD" LOOSE LEAF DEVICES

MAIN OFFICE: Hudson Ave. and Front St., Brooklyn, N.Y.

SALESROOMS: 109-111 Leonard St., New York. Republic Bldg., Chicago, Ill. 220 Devonshire St., Boston, Mass. 4000 Laclede Ave., St. Louis, Mo.

FACTORIES: Brooklyn, N.Y.; St. Louis, Mo.

SHEET MUSIC AND MUSIC BOOKS OF THE BETTER CLASS

We are sole representatives in Canada of the leading English music publishers and carry a very complete stock of standard publications for educational and general use.

NEW SONGS, PIANO MUSIC, VIOLIN and ORGAN MUSIC, ANTHEMS and CHORUSES in great variety. Liberal discounts to the trade.

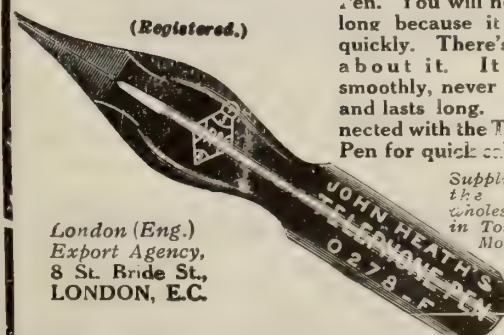
ANGLO-CANADIAN MUSIC PUBLISHERS ASSOCIATION, Ltd.

ASHDOWN'S MUSIC STORE

144 Victoria Street, TORONTO

Hold the line

(Registered.)



Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

Supplied by all the leading wholesale houses in Toronto and Montreal.

London (Eng.)
Export Agency,
8 St. Bride St.,
LONDON, E.C.

THE McKINLEY MUSIC CO., CHICAGO and NEW YORK
now offers to the dealer

The Greatest Money-Making Proposition

that has ever been obtainable in the history of the sheet music world, in the

ROOT POPULAR MUSIC ASSORTMENT and THE McKINLEY DEMONSTRATOR A HORNLESS TALKING MACHINE

Fearing the necessity of a singer and player you have always put off starting that sheet music department in your store; realizing the ensuing expense, in maintaining such a department up to the standard of your desire.

In the McKinley Demonstrator we have turned this former actual expense into a profit-maker. You arouse the interest of your prospective customers in three articles in one demonstration — Sheet Music, The McKinley Hornless Talking Machine and McKinley Velvet Records.

Assurance is given the dealer of the elimination of dead stock on his shelves, of any piece of The Root Popular Music Assortment, by our exchange offer.

The McKinley Edition of Ten Cent Music

will always hold first place as an Edition of Standard, Classic and Teaching Music.

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the Teacher, Student and the Accomplished Musician.

It has proved itself, to thousands of dealers to be the best foundation for a sheet music department.

Every copy of The McKinley Edition sold means a profit of over 200% to the dealer.

The McKinley Edition conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a "Trade Bringer" is the catalogues bearing the dealers' imprint which are supplied with both of these Editions. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and Particulars to-day.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House" in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET

The Fancy Goods Company of Canada, Limited

Don't Fail to See Our

Annual Import Display of Fancy Goods, Dolls, Toys, Chinaware, Etc.

on Exhibition, April and May, at our sample rooms, 468 to 474 King St. West, Toronto. Appointments now being arranged. Write at once.

A Few Special Import Features:

Made in Canada Lines a Specialty

Many new lines of Toys and Fancy Goods from England, France, Japan and United States. Baby Dolls with glass sleeping eyes. Celluloid Dolls, Bears, Stuffed Toys, Mechanical Toys, Mechanical Trains, Blocks, Games, Children's Tea Sets, Picture Books, Christmas Cards and Decorations, Table Trays, Smoker Sets, Fancy Brass Presentation Goods, Toilet Cases, Ebony Goods, Colonial Ivory Goods, in Mirrors, Brushes, Manicure Pieces, etc.

Hundreds of other lines in addition to our usual staple lines of Druggists' and Tobacconists' Sundries, Stationery, etc.

Get the New 1915 Catalogue

of Spring and Summer lines issued about April 1st.

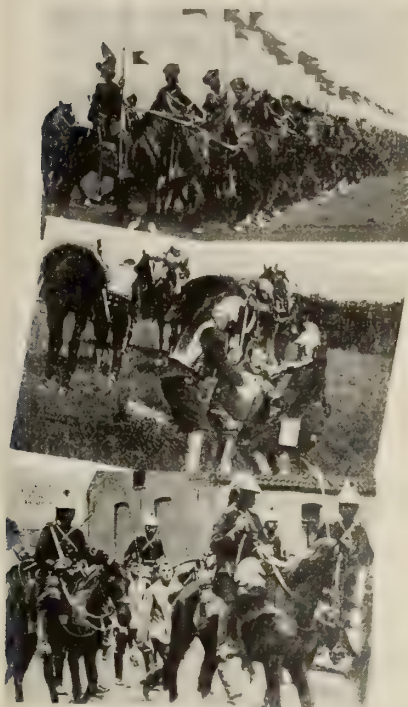
Baseball Goods
Tennis Goods
Sporting Goods of all kinds
Hammocks
Lawn Bowls
Croquet
Rubber Balls
Children's Pails and Shovels
Skipping Ropes
Sail Boats
Dolls' Go-Carts
Children's Wagons
Chinese Lanterns
Flags and Pennants
Decoration Goods
Toy Pistols, Horns, etc.

The Fancy Goods Company of Canada, Limited

468 to 474 King Street West, Toronto

GET THESE WAR POST CARDS AT ONCE

**The Surest Hit of the Season.
Over 3,500,000 Sold in Six Weeks.**



Here are the real, authentic pictures of actual scenes at the front. Pictures of intensely interesting and pathetic scenes that the whole universe is hungering for and that will live in history. Forty-four varieties in all. Attractively lithographed in all the natural colors of the original.

One Toronto dealer was cleaned out of 2,000 in four days. Another small dealer, after ordering a trial of 200, had to secure an additional 2,000 in two days. So well have these attractive cards taken hold of the public that one big retailer has placed his order for 150,000 to be delivered as fast as we can get them to him.

Think of the hundreds in your locality who will want these cards to send to friends

everywhere, and who will want to preserve them themselves. In fact, many people are collecting and preserving the whole series for personal use.

The price of the cards is \$5.00 a thousand f.o.b. Toronto in thousand lots and they retail at 3 for 5 cents, or even at 1 cent a piece. Sample of 100 gladly sent postpaid for 75 cents.

Get in your supply to-day. The sale of these cards will last many months after the war is definitely settled. The cards are going so quickly there are indications we may have difficulty in filling every order promptly. To avoid unnecessary disappointment send through your order now.

Send for the sample lot.

THE SUTCLIFFE CO.

Nordheimer Building .: Toronto

Highest Class
Wood Photo Frames
Made from All-wood
Mouldings
Beautifully Inlaid

Messrs. Edward Mortimer LIMITED HALIFAX, ENGLAND

London Show Rooms, 34 Paternoster Row, London, E.C.

New Designs for 1915.
Order the
\$10 Sample Box of Frames
NOW



Made in America by
The Oldest Lead Pencil Factory in America

WHEN we announce that the "Van Dyke" Is the Best pencil we have produced, every stationer knows that it must be one of exceptional merit.

Fifty years of experience, coupled with the best efforts of our chemical laboratory in the conduct of varied and prolonged experiments to provide what is essential in a lead we would call "our best," have resulted in the "Van Dyke."

Absolute smoothness, an unvarying texture and a wear-resisting durability—elements so necessary in the ideal drawing lead, have been developed to an unusual extent, and the "Van Dyke" will more than satisfy the most critical of professional and technical users.

No. 600 "Van Dyke" is Hexagon Shape, Yellow Polish, with lead in the following degrees: 6B, 5B, 4B, 3B, 2B, B, HB, F, H, 2H, 3H, 4H, 5H, 6H, 7H. *Quality and Accuracy of Lead Guaranteed.*

We shall be glad to submit samples and interesting prices to the trade upon request.

EBERHARD FABER

NEW YORK

WE MANUFACTURE POST CARD ALBUMS and AUTOGRAPH BOOKS

WRITE FOR OUR ILLUSTRATED CATALOGUE
QUOTING PRICES DELIVERED DUTY PAID

DOW & LESTER

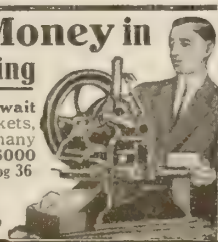
Foresters Hall Place, Clerkenwell Rd., London, E.C., Eng.

There is Big Money in Automatic Card Printing

The Automatic prints while you wait
Business and Calling Cards, Tickets,
Invitations Announcements & many
others. Prints 100 per minute, 6000
per hour. Write today for our free catalog 36

S. B. FEUERSTEIN & CO.

542 W. Jackson Blvd., CHICAGO



BUYERS' GUIDE

The Topaz Pencil

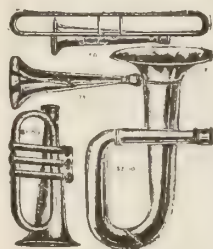
As good as any at any price.
Better than any at the same price.

**HB, H, with rubber tips,
HB, H, 2H, 3H, 4H, B, 2B**
without rubbers.

INDELIBLE COPYING
Medium and Hard.

Write for Samples to

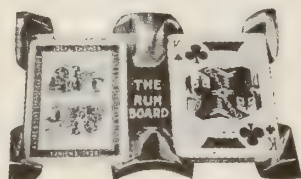
Warwick Bros. & Rutter, Limited
Wholesale Stationers, TORONTO.



You Can Sell Sonophones

And add big profits
to your toy or musical
departments.
Anyone can play
them, children or
grown-ups. Have
our representative
call.

Sonophone Co., 338 Broadway, New York
L. G. BEEBE, Canadian Representative
32 Front St. West Toronto



Cards are always in order when the official Rum Board is used. Prevents disputes. Adds interest. Cards last longer. Can be used with other games. Sells at 50c. Monarch Mfg. Co., Chicago, makers.
L. G. BEEBE, Foy Bldg., King St. W., Toronto, Canadian Representative.

Prompt, Economic and Efficient Service as Agent Offered to Canadian Booksellers and Publishers by

HENRY GEORGE

16-20 Farringdon Ave., Farringdon Street, London, Eng.

Pick-up orders carefully attended to. Books or Periodicals by mail or case.
WRITE FOR TERMS.

CARBON PAPERS AND TYPEWRITER RIBBONS

Manufacturers of the highest quality.
It will pay you to give your customers the best.

J. A. HEALE & CO.

96 JOHN STREET NEW YORK

ART SUPPLIES.

Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.

BLOTTING PAPERS.

The Albemarle Paper Co., Richmond, Va.
John Dickinson & Co., Montreal.
Dawson & Sons, W. V., Montreal.

BLANK BOOKS.

Boorum & Pease Co., Brooklyn, N.Y.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
National Blank Book Co., Holyoke, Mass.
The Copp, Clark Co., Toronto.
W. J. Gage & Co., Toronto.
Warwick Bros. & Rutter, Toronto.

CHRISTMAS AND PICTURE POST CARDS.

Dow & Lester, Foresters Hall Place, Clerkenwell Rd., London, E.C.
Alfred Guggenheim, 529 Broadway, N.Y.
Birch Bros., 266 King St. W., Toronto.
Menzies & Co., Toronto.
Packard Bros., 329 Craig St. W., Montreal, Que.
Valentine & Sons, Toronto and Montreal.
T. J. Wright & Sons, Ltd., Blackhorse Lane, Walthamstow, London.
Samuel A. C. Todd, 26 Bothwell St., Glasgow, Scotland.
Raphael Tuck & Sons Co., Ltd., 9 St. Antoine Street, Montreal.

CODE BOOKS.

The American Code Co., 83 Nassau St., New York.

CRAYONS.

American Crayon Co., Sandusky, Ohio.
Binney & Smith, New York.

EMBOSSING.

Standard Embossing Co., 36-38 Lombard St., Toronto

ENVELOPES.

Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
W. J. Gage & Co., Toronto.
Warwick Bros. & Rutter, Toronto.

FANCY PAPERS, TISSUES AND BOXES.

Dennison Mfg. Co., Boston.
Menzies & Co., Toronto.
A. R. MacDougall & Co., 266 King St. W., Toronto.

FOUNTAIN PENS.

Arthur A. Waterman Co., Ltd., New York.
Mabie, Todd & Co., Toronto.
Sanford & Bennett Co., 51-53 Maiden Lane, New York.
A. R. MacDougall & Co., 266 King St. W., Toronto.
Paul E. Wirt Co., Brown Bros., Ltd., Toronto, Canadian Agents.

INKS, MUCILAGE AND GUMS.

Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Stephens' Inks, Montreal.
S. S. Stafford Co., Toronto.
"Gloy," A. R. MacDougall & Co., 266 King St. W., Toronto.
"Glucine," Menzies & Co., Limited, 439 King St. W., Toronto.

INDELIBLE INK.

Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.
H. C. Stephens, London, Eng.

INKSTANDS.

The Sengbusch Co., Milwaukee.

THE FAULTLESS LINE OF LOOSE LEAF METALS

Most complete line of Ledger, Sectional Post, Solid Post and other Loose Leaf Metals.

On request to-day our Catalog GC and special proposition.

STATIONERS LOOSE LEAF CO.

342 Broadway - Milwaukee, Wis.
203 Broadway - New York City

When writing to
advertisers kindly
mention this paper

Standard Commercial Works

**CANADIAN CUSTOMS TARIFF
HAND BOOK.** Enlarged and revised
to date.Price, \$1.00

MATTE'S INTEREST TABLES at 4
to 10 per cent.Price, \$3.00

MATTE'S INTEREST TABLES at 3
per cent.Price, \$3.00

HUGHES' INTEREST TABLES and
book of days combined, at 3 to 8 per
cent.Price, \$5.00

**HUGHES' SUPPLEMENTARY IN-
TEREST TABLES**Price, \$2.00

HUGHES' INTEREST TABLES at 6
and 7 per cent., on folded card,
Price, \$1.00

**HUGHES' SAVINGS BANK INTER-
EST TABLES**, at 3 or 3½ per cent.,
each on separate card.Price, \$1.00

**BUCHAN'S STERLING EXCHANGE
TABLES**Price, \$4.00

**BUCHAN'S STERLING EQUIVA-
LENTS AND EXCHANGE TABLES.**
Price, \$4.00

BUCHAN'S PAR OF EXCHANGE
(Canadian) Mounted on card. Price, 35c

**THE IMPORTER'S STERLING AD-
VANCE TABLES.** From 5 to 100 per
cent. advancePrice, \$2.00

IMPORT COSTS. A new Advance
TablePrice, \$1.50

THE IMPORTER'S GUIDE. Advance
TablesPrice, 75c.

A complete catalogue of all the above pub-
lications sent free upon application.

Morton, Phillips & Co.

PUBLISHERS

115 Notre Dame St. West MONTREAL

N.B.—The BROWN BROS., Ltd., Toronto, carry
a full line of our publications.

BUYERS' GUIDE

LEAD AND COPYING PENCILS.

American Pencil Co., New York.
A. R. McDougall & Co., 266 King St. W., Toronto.

LOOSE LEAF BOOKS, BINDERS AND HOLDERS.

The Brown Bros., Ltd., Toronto.
Boorum & Pease Co., Brooklyn.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Copp, Clark Co., Toronto.
National Blank Book Co., Holyoke, Mass.
Smith, Davidson & Wright, Ltd., Vancouver.
Samuel C. Tatum Co., Cincinnati.
W. J. Gage & Co., Toronto.
Warwick Bros. & Rutter, Toronto.

LEATHER AND FANCY GOODS.

Brown Bros., Ltd., Toronto.
Warwick Bros. & Rutter, Toronto.

MAP PUBLISHERS.

Pand. McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

NEWS COMPANIES.

Imperial News Co., Montreal, Toronto, Winnipeg.
Toronto News Co.
Montreal News Co.
Winnipeg News Co.

PAPER FASTENERS.

Ideal Specialties Mfg. Corp., 552 Pearl St., New York City.

PAPETERIES AND WRITING PAPERS.

V. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Warwick Bros. & Rutter, King St. and Spadina Avenue, Manufacturing Stationers, Toronto.
The Brown Bros., Ltd., Toronto.
W. J. Gage & Co., Ltd., Manufacturing Stationers, Toronto.

The Copp, Clark Co., Toronto.
Buntin, Gillies & Co., Hamilton.
Eaton, Crane & Pike, Pittsfield, Mass.
A. R. MacDougall & Co., 266 King St. W., Toronto.

PHOTO MAILERS.

Thompson & Norris, Brooklyn, N.Y.

PLAYING CARDS.

Goodall's English Playing Cards, A. O. Hurst, Scott St., Toronto.
Consolidated Lithographing and Mfg. Co., Ltd., Montreal.
U. S. Playing Card Co., Cincinnati, O.

PICTURE FRAMES.

Matthews Bros., Ltd., 788 Dundas St., Toronto.

PICTURE POST CARDS.

Dow & Lester, Foresters Hall Place, Clerkenwell Rd., London, E.C.
Gilbert Post Card Co., 54 W. Lake St., Chicago.
Birch Bros., 266 King St. W., Toronto.
Valentine & Sons Publishing Co., Montreal.
T. J. Wright & Sons, Ltd., Blackhorse Lane, Walthamstow, London.
Raphael Tuck & Sons, Ltd., 9 St. Antoine St., Montreal.

SHEET MUSIC.

Anglo-Canadian Music Pub. Assn., 144 Victoria St., Toronto.
McKinley Music Co., 1501-15 East Fifty-Fifth St., Chicago.

STATIONERS' SUNDRIES.

Brown Bros., Ltd., Wholesale Stationers, Toronto.
The Copp, Clark Co., Wholesale Stationers, Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
W. J. Gage & Co., Wholesale Stationers, Toronto.

Warwick Bros. & Rutter, Wholesale Stationers, Toronto.
A. R. MacDougall & Co., 266 King St. W., Toronto.
Buntin, Gillies & Co., Hamilton.

STORE FIXTURES.

Oscar Onken Co., 262 Fourth Ave., Cincinnati, Ohio.

STEEL WRITING PENS.

John Heath, 8 St. Bride St., E.C., London.
Hinks, Wells & Co., Birmingham, Eng.
Spencerian Pen Co., New York.
Esterbrook Pen Co., Brown Bros., Ltd., Toronto, Canadian Representatives.
A. R. MacDougall & Co., 266 King St. W., Toronto.

STENCIL BOARDS.

The M. J. O'Malley Co., Springfield, Mass.

TALLY CARDS, DANCE PROGRAMMES.

The Chas. H. Elliott Co., North Philadelphia, Pa.
The Drysdale Co., Chicago.
Verdier, Ltd., 18 Christopher St., London, E.C.
Warwick Bros. & Rutter, Toronto.

TYPEWRITER RIBBONS AND CARBONS.

Peerless Carbon Co., Toronto.
Mittag & Volger, Park Ridge, N.J.
The A. S. Hustwit Co., Toronto.
T. A. Heale & Co., 96 John St., New York.

TOYS.

Faudels, Limited, Newgate St., London, Eng.

TOY MARBLES.

The M. F. Christensen & Son Co., Akron, Ohio.
Akro Agate Co., Clarksburg, West Va., U.S.A.

WALL PAPERS.

Launtons, Ltd., Toronto.
STANDARD COMMERCIAL PUBLICATIONS
Horton, Phillips & Co., Montreal.

Sell 2 Bottles of Ink in Place of 1

When a customer asks for a bottle of ink, you generally sell him black. Before he goes out, suggest how useful he'll find red ink for everyday use in the office and home. A little effort means another sale.

An ideal
Red Ink for
Writing and
Ruling.



No. 388 Carton

The Carter's Ink Co.

356 St. Antoine St. MONTREAL



LOCAL VIEW POST CARDS ADVERTISING POST CARDS

IN RUNS OF 1000

That's our specialty. As the only Post Card concern in the country devoting its entire effort and attention to one-thousand runs we offer you unusually satisfactory service, prompt delivery and best possible prices. Supplied in Black and White Photogloss and in our rich Autocolor.

Send to-day for samples and prices.
Jobbers wanted everywhere.

GILBERT POST CARD CO.

54 W. Lake Street

CHICAGO

Condensed Advertisements

MISCELLANEOUS.

BOOKS—ALL OUT OF PRINT BOOKS SUPPLIED no matter on what subject. Write us. We can get you any book ever published. Please state wants. When in England call and see our 50,000 rare books. Baker's Great Book shop, 14-16 John Bright Street, Birmingham, England.

ROBERT H. DODD, FOURTH AVE. AND 30th St., N. Y. City. Dealer in rare books, autograph letters, manuscripts. Correspondence invited. (tf)

CROWLEY, THE MAGAZINE MAN, INC., 3291 3rd Ave., N.Y. City. Wholesale only. Price book on request.

PAYSON'S INDELIBLE INK. TRADE SUPPLIED by all Leading Wholesale Drug Houses in the Dominion. Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.

HOTEL DIRECTORY.

HALIFAX HOTEL
HALIFAX, N.S.

ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto St. 52 Can. Life Bldg.
Toronto Montreal



"Select"
Christmas Cards
have a reputation
for Originality and
Excellence in Style
and Value.

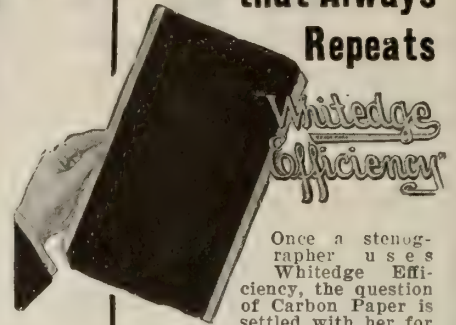
SAMUEL A. C. TODD,

Publisher,

26 BOTHWELL STREET,
GLASGOW, SCOTLAND.

TELEGRAMS: "VIVETIDE, GLASGOW."

Push the Line
that Always
Repeats



Once a stenographer uses Whitedge Efficiency, the question of Carbon Paper is settled with her for all time. The better, cleaner, more efficient results it enables her to produce opens the way for continued orders. "Whitedge Efficiency" always repeats. Ask for samples and profitable dealer proposition.

Made only by the H. M. Storms Co., New York.

Canadian Distributors,

THE A. S. HUSTWITT CO.,
44 Adelaide St. E., Toronto.

MADE IN CANADA
MATTHEWS BROS.

LIMITED

788 Dundas Street Toronto, Canada

OVAL FRAMES
For CONVEX and FLAT GLASS

A VERY MUCH BETTER PRICE,
BETTER FINISH—BETTER MAKE



Registered

Before buying a fresh stock of pens, get samples and prices of the famous

"Rob Roy" Pen

the popular and quick-selling pen.

It is made of fine steel, writes easily and smoothly and suits almost any hand. "Rob Roy" Pens are made in one of the best equipped factories in Birmingham, Eng.—the home of the pen-making industry.

Manufactured by the proprietors:

Hinks, Wells & Co., Birmingham, Eng.



PHYSICAL CULTURE

The Leading Publication of its kind.

Edited by John Brennan. On sale the 21st of each month from your News Company. Fully returnable within 60 days. Give it a display. Call your customers' attention to it and they will not want to be without it.

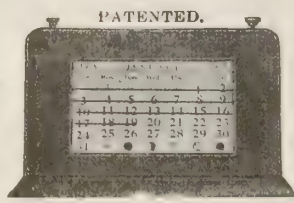
Advertising matter furnished on request.

PUBLISHED BY

PHYSICAL CULTURE PUBLISHING CO.
FLAT IRON BUILDING NEW YORK

PATENTED.

Made in two sizes: large size 5 in. high by 8½ in. long; small size, 3½ inches high by 6 in. long.



UPTODATE Calendar

A pronounced improvement over any other desk calendar. A red line mechanically cancels past dates. Can be used from year to year and has found ready sale wherever displayed. Made in genuine leather, quartered oak, and solid mahogany.

Write for price-list and particulars.

IDEAL SPECIALTIES MAN'G CORP.

552 PEARL STREET

Superior Paper Fasteners

Appropriately named. The improved fastener has been accepted as superior to all others.

Double prongs prevent paper twisting. Prong houses protect fingers.

Actual Size



Send for samples and prices.

"BUY FROM HOME"



Gilt and Burnished Brass Photo Frames, guaranteed untarnishable.

Call or Write for Samples

Actual Manufacturers:

Perry, Bevan & Co., Ltd.
Regent Parade
BIRMINGHAM ENGLAND

Procrastination is the Thief of Profits—

If you are not making use of the prestige, popularity and sales bringing power of the Mittag & Volger Lines, at least get the FACTS about it. There are points about this Quality Line of

Typewriter Ribbons and Carbon Papers

that will mean good profits from a growing volume of business for you. Get the facts *to-day*.



MITTAG & VOLGER, Inc.

Principal Office and Factories: PARK RIDGE, N.J., U.S.A.

BRANCHES:

New York, N.Y., 261 Broadway. Chicago, Ill., 205 W. Monroe St. London, 7 and 8 Dyers Bldg., Holborn, E.C. 1.

AGENCIES—In every part of the world; in every city of prominence.

FROM 1830 TO 1915

is the bright record of Valentine & Sons. That we are still in the lead among Fine Art Publishers is due to our long years of experience.

Our lines for 1915 of Christmas Booklets, Calendars, Christmas Postcards, Children's Books, Christmas Accessories, and Novelties are larger and better than ever, and we would request you to hold placing your order for Season's goods until our traveller calls.

Our latest departure is a series of most interesting Games, and we recommend every dealer to get a sample order of these for immediate delivery. They are all on Patriotic lines, and are proving rapid-selling numbers.

The Valentine & Sons United Publishing Co., Limited

The largest firm of its kind in existence.

444 St. Paul St., MONTREAL

Also TORONTO and WINNIPEG

BOOKSELLER AND STATIONER



A few **"Made-in-Canada"** Papeteries for Christmas 1915
(Now in our travellers' hands)



School Blanks

New lines will be shown shortly. "Up to the Minute" designs. Values unsurpassed.

It will pay you to see our range before buying.

Inks, Mucilage and Paste may soon be shipped without fear of frost.



ANNUAL SPRING SALES NUMBER

BOOKSELLER & STATIONER

AND
OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty years the recognized authority for those interests.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 143-153 University Ave. WINNIPEG, 34 Royal Bank Bldg. LONDON, ENG., 88 Fleet St., E.C

VOL. XXXI.

PUBLICATION OFFICE: TORONTO, APRIL, 1915

No. 4

Commercial
Safety



Ready
to write and
sectional
view



Sell Others the Kind of Pen You Want to Use Yourself

To your customers the best recommendation for a fountain pen is the fact that you use it yourself. They know that you are on the "inside"—that you choose a pen for its genuine worth and good qualities, not because it is cheap or merely looks fine.

Capitalize this—boost your pen sales. Carry a Sanford & Bennett around with you at all times. See that every pen you sell, stamped with your name, belongs to the line of

Sanford & Bennett Fountain Pens

When the customer is before you, bring out a Commercial Safety that has been lying loose in your pocket; show that it has not leaked or sweated; demonstrate that it writes instantly, easily, smoothly, and plainly.

Or show the Autopen and the superi-

ority and convenience of the concealed self-filling device.

Guarantee the rubber reservoir of the Autopen five years. Guarantee all the rest of the pen for life—we back you up. Bear in mind that the gold point won't wear—it is tipped with iridium.

Write for prices and discounts.

SANFORD & BENNETT CO., 51-53 Maiden Lane, New York

W. E. COUTTS, Canadian Sales Agent, 266 King Street West, Toronto

NEW GAMES TO RETAIL AT 25 CENTS

ALL IN STOCK AND
EXCELLENT SELLERS

"Allied Soldiers"

"To Berlin"

"Tipperary"

"Catch the Kaiser"

"Bing Bang to Berlin"

"Kitchener's Army"

"Who Killed the Kaiser"

"Fighting the Germans"

"Allied Cannon Game"

"Soccer"

SPY New card game to retail at 50 cents, will
be as popular as "PIT."

PATRIOTIC CUT-OUT CHILDREN'S BOOKS

Retail at 5 cents. Having splendid sale.

PATRIOTIC POSTCARDS

Large variety. Retail 2 for 5 cents.

SEND FOR A SAMPLE ORDER WITHOUT DELAY

**The Valentine & Sons United Pub.
Company, Limited**

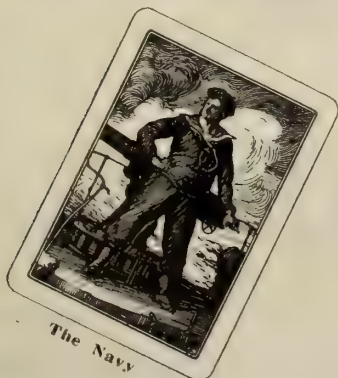
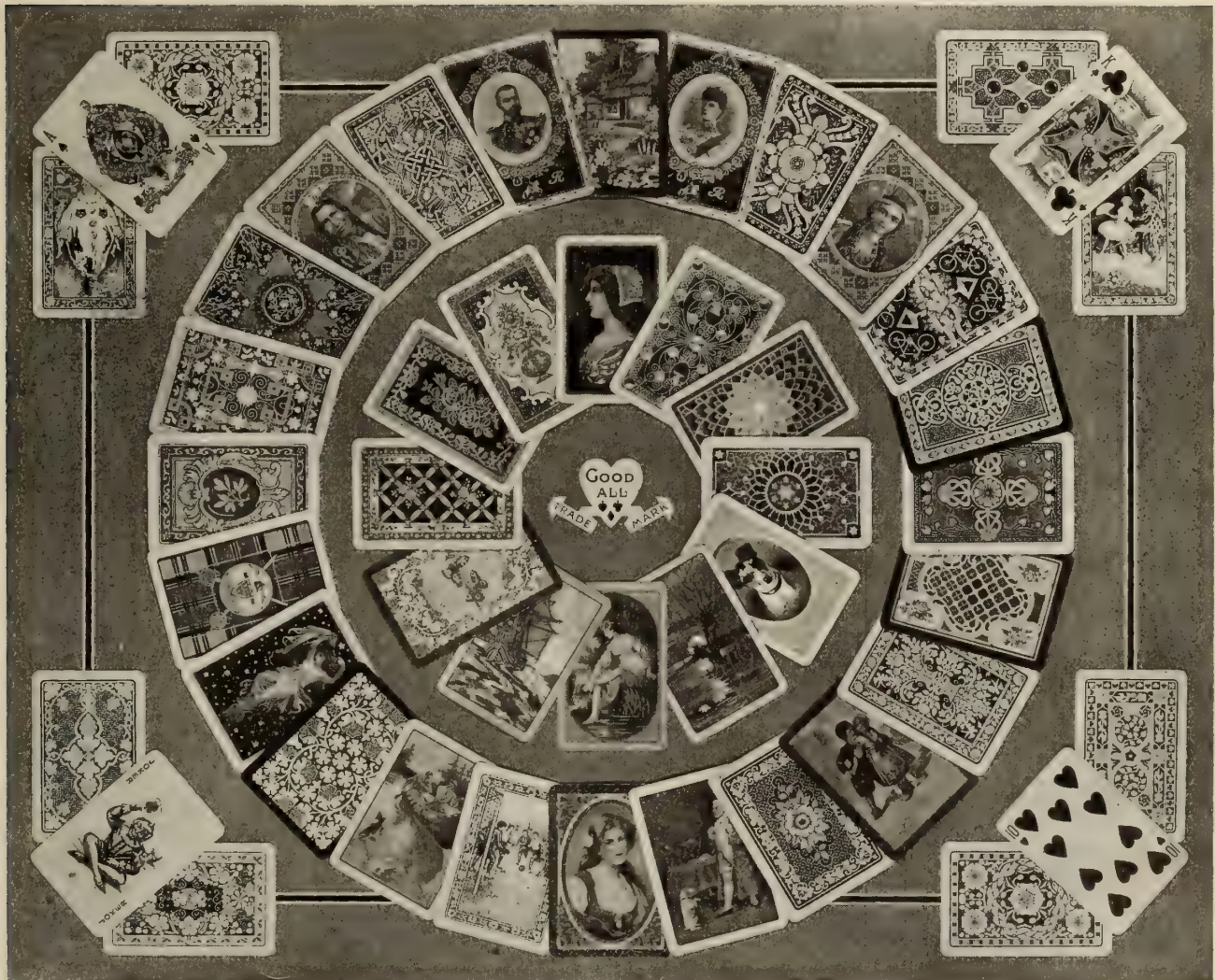
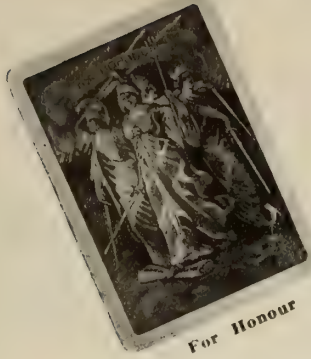
444 St. Paul Street, MONTREAL

Also Toronto and Winnipeg

BOOKSELLER AND STATIONER

A Few of the Big
Sellers

GOODALL'S ENGLISH PLAYING CARDS



Imperial Clubs, Colonials
Societys, Salons

AUBREY HURST
32 Front Street West, TORONTO

BROWN BROS.,

LIMITED

Wholesale and Manufacturing Stationers
Paper Dealers, Etc.

SIMCOE AND PEARL STREETS, TORONTO

DEPARTMENTS SPECIALTIES

Account and Blank Books
Loose-Leaf Ledgers and Binders
Fine Leather Goods, Bags, etc.
Memorandum and Price Books
Stationery and Office Supplies
Writing and Book Papers
Bond, Linen and Ledger Papers
Blotting, Tissue and Cover Papers
Office and Pocket Diaries
I-P Memo and Price Books
Fountain and Stylo Pens
Steel Pens, Holders, Pencils, etc.
Inkstands, Wood Base—
Our own make
Bookbinders' Leather, Cloth, etc.
Printers' Supplies, Paper, Cards,
etc., etc.

WE AIM TO HAVE THE MOST
COMPLETE STATIONERY HOUSE
IN THE DOMINION.

ESTABLISHED IN TORONTO 70 YEARS

Lewis Bros., Montreal, Ordered 5,000 Loose- Leaf Binders from us

After the whole quantity had been delivered they wrote us that they were

Perfectly Satisfied

No matter how large or how small
YOUR order may be we can give
you the same satisfaction.

Loose-Leaf Binders

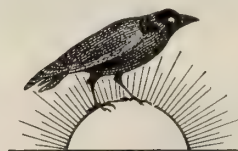
You can build up good business with this line. We have separate systems for different trades and professions. Get after the Doctors, Dentists and Storekeepers. Write for information as to how to go about it.

Blank Books

Our line is complete and our prices are right. You should investigate this.

Typewriter Papers

There is good money in this line if it is worked right, but you must have proper goods. Ours will fill the bill and pave the way to bigger profits.

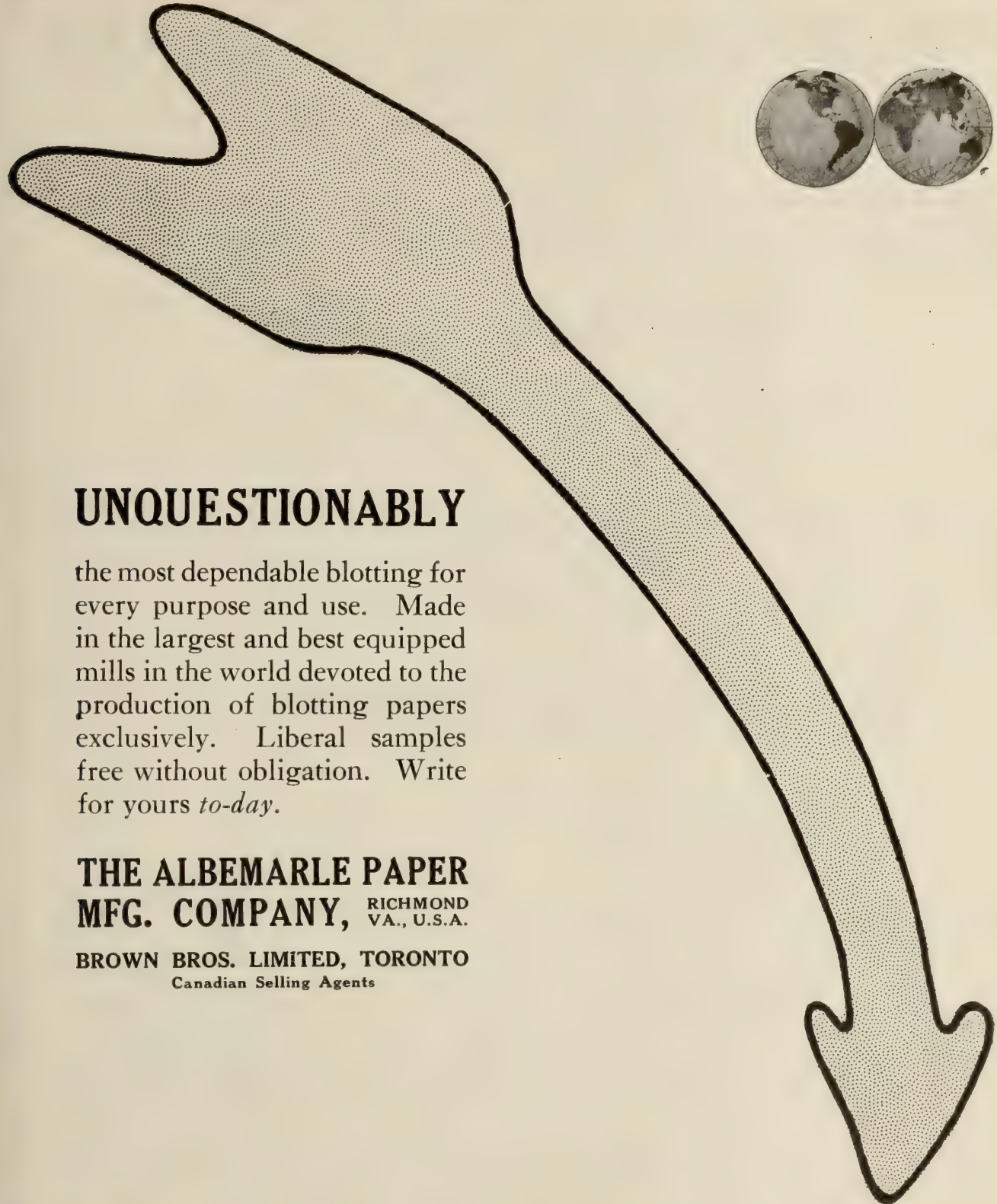


W. V. Dawson
LIMITED

Montreal

Toronto

Winnipeg



UNQUESTIONABLY

the most dependable blotting for every purpose and use. Made in the largest and best equipped mills in the world devoted to the production of blotting papers exclusively. Liberal samples free without obligation. Write for yours *to-day*.

**THE ALBEMARLE PAPER
MFG. COMPANY,** RICHMOND
VA., U.S.A.

BROWN BROS. LIMITED, TORONTO
Canadian Selling Agents

World Blotting

"ON EARTH PEACE, GOOD WILL TOWARD MEN"

This is the message that Christmas brings—and Christmas Cards are the medium through which it circulates.

We Are Rich

in the experience that counts, when your Christmas card order is under consideration.

Our fifteen years' concentration on Christmas card designing has given us the right idea—If you have not placed your order let us have the opportunity of sending you samples. If you know our lines, give us your order to fill for whatever amount you want to order. Other firms do this with great success. Give us a trial.

Don't put off ordering until later. The shipping is such that you won't get your goods, and will miss the profit that Xmas Cards always bring in.

Your order can be made up from following series:

Canadian designs, local view booklets of all cities, National scenery, coats-of-arms, emblematic designs, die-stamped Xmas cards, Autograph Xmas Stationery.

Cards, \$3.00 per 100 to \$15.00 per 100. Autograph Boxes, \$1.50 Doz. to \$4.80 Doz. (6 and 6). Calendars, \$1.25 Doz. to \$18.00 Doz.

E. W. Savory, Ltd., Calendars and Xmas Cards. Autograph Xmas Stationery Novelties—Dominion series, Clifton series and Anglo-American series.

Xmas cards, 60c doz. to \$2.40 doz. Autograph stationery, \$1.50 doz. boxes to \$12.00 doz. boxes.

Diamond Series—Boxed Xmas Booklets, \$15.00 gross boxes to \$36.00 gross boxes. Boxed autograph stationery, \$1.50 doz. boxes to \$3.60 doz. boxes. Regular Xmas Booklets, \$1.50, \$3.60,

\$6.00, \$7.20, \$9.00, \$10.80, \$12.00 and \$15.00 gross.

Boxed celluloid cards, boxed singly, \$2.40, \$3.00, \$3.60 doz. boxes.

Regular celluloids, \$1.50, \$3.00, \$3.60, \$4.80, \$7.20, \$9.00, \$10.80, \$15.00, \$28.80 gross cards.

Xmas and New Year Post Cards, \$5.00, \$7.50, \$10.00, \$15.00 and \$25.00 per thousand.

Birthday Post Cards, new lines, just received, \$7.50, \$10.00, \$15.00 and \$25.00 per thousand.

Patriotic Post Cards, \$15.00 and \$25.00 per thousand. Patriotic Buttons and Flags, all new designs.

Xmas Tags and Seals to sell at 5c. package, 10c. package and 15c. package. Cabinets Tags and Seals, \$3.25 and \$4.50 per cabinet of 100 packets.

Put the worry onto us—How much?

MENZIES & COMPANY, LIMITED

439 KING STREET WEST

TORONTO, CANADA

Kill Your Complaint Department

Is it not a fact that customers are unreasonable enough to leave the water in their paste jar until it becomes putrid or else leave their bulk paste jar and mucilage exposed for so long that it dries up or goes bad—and then complain to you about the quality of your paste or mucilage as the case may be?

Now Read This: It Is Good!

Glucine, our famous liquid adhesive, never goes bad, never dries up, has no odor, no matter how long you may expose it.

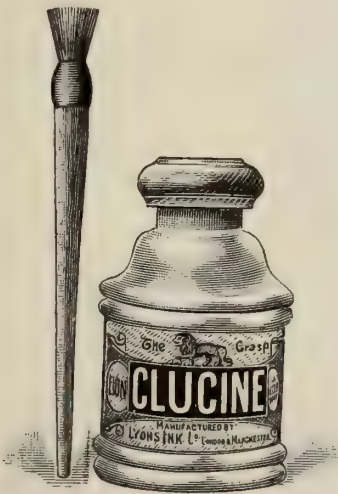
The 25 cent and 50 cent size has a Cap and Brush and can be filled again and again from the quart jar, thus saving you the price of a paste pot.

50 per cent. off to the trade in gross quantities.

We guarantee all this—Your money back if not as represented.

It is our fault if everyone hasn't heard about Glucine—It is to your interest to try an order, and give your customers an article about which they can't complain.

Never mind the imitations. Glucine was first—and it is best.



LYONS BANK WAX

is the standard of quality in England. We can give you Sealing Wax at all prices from 8c per lb. to 75c. lb.

Perfumed Wax, 5 stick, flat shape, \$1.50 doz. boxes. Perf. Wax, 3 stick, square, \$1.50 doz. boxes. 6 stick, stick square, \$3.00 doz. boxes.

Lyons Blueblack Ink, Scarlet Ink, Endorsing Ink, Stamp Pads, etc., etc.

**YOU CAN ALWAYS SELL THESE LINES. LET
US FILL YOUR SPRING ORDER NOW, PLEASE.**

MENZIES & COMPANY, LIMITED

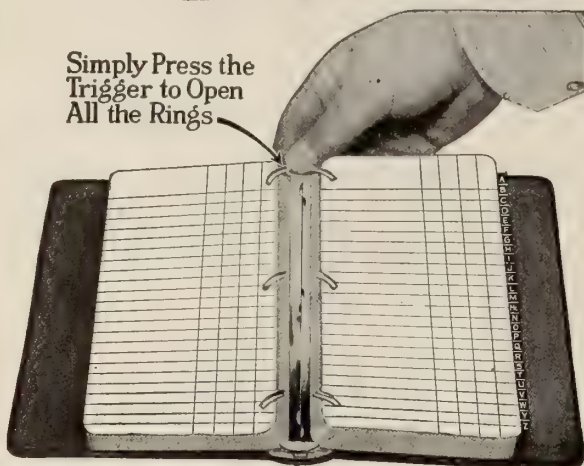
439 KING STREET WEST

TORONTO, ONTARIO

Sole Canadian Agents Lyons Ink Limited, Manchester, England

DeLuxe Ring Books

Simply Press the
Trigger to Open
All the Rings



TO CANADIAN DEALERS—We have an attractive proposition for you. If you are now buying ring books through jobbing houses, write us for full details. It will mean more business and larger profit for you.

Made and
Guaranteed by

WILSON-JONES LOOSE LEAF CO. CHICAGO NEW YORK

Give your customers the best and most attractive ring book and watch your business grow. Note the-following distinctive features:

OVAL WIRE RINGS—Do not cut through the sheets like round rings.

ARCH-SHAPED RINGS—Prevent stacking and buckling of sheets on ring. Safeguards tearing and wearing.

AUTOMATIC OPENERS—Touch the triggers and all the rings open. Show it to your trade and let them judge.

BLACK SKIVER LINING, IMPRINT IN GOLD — Black linings look better and wear better. Your imprint in gold on quantity orders.



LOCAL VIEW POST CARDS ADVERTISING POST CARDS

IN RUNS OF 1000

That's our specialty. As the only Post Card concern in the country devoting its entire effort and attention to one-thousand runs we offer you unusually satisfactory service, prompt delivery and best possible prices. Supplied in Black and White Photogloss and in our rich Autocolor.

Send to-day for samples and prices.
Jobbers wanted everywhere.

GILBERT POST CARD CO.

54 W. Lake Street

CHICAGO

Increase Your Profits

focusing attention on 10c
bottles of ink. With a little
care the 4 oz. squares of

CARTER'S

**Koal
Black
Ink**



may be sold as
readily as you
have formerly dis-
posed of the 2 oz.

No. 78. 4 oz. Square

squares. Change the unit purchase of ink from
a nickel to a dime and your profits rise rapidly.

The Carter's Ink Co.

356 St. Antoine St.

••

MONTREAL

"THE FINEST IN THE TRADE"

COPP, CLARK COVERS

In the illustration on this page are included six of the particularly fine designs which characterize this year's showing in the C.C.C. line of exercise book and scribbler covers. As usual, they are meritorious, not only judged from the artistic viewpoint, but also in the quantity and quality of the paper inside the covers.

"THE MUSIC MASTER"

A picture worthy of a frame. This will have a wide appeal.

HIS MAJESTY'S FLAGSHIP "THE IRON DUKE"

A fine picture of one of Britain's bulwarks.

"BOY SCOUTS"

A human interest picture that will appeal strongly to boys.



"CHILDREN OF THE SEA."

Another picture of artistic merit that will give it a good place as a trade winner.

"IN HONOUR BOUND"

This effective grouping of the flags of the Allies on School Exercise and Scribbling Books will help dealers to cash in on war interest.

"SCOTCH COLLIE"

This is an ideal subject for the purpose to which it has been devoted. This book will be a "best seller."

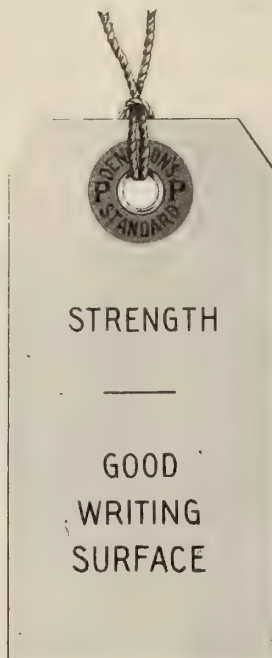
Other new covers include the following pictures: "The Lion," "Just Dogs," "Peaceful Scenes," "Floral Beauties," "New Joy," "Winning the Victoria Cross," and "The Royal," with pictures of the King and Queen.

These in addition to the many designs previously shown which continue in strong demand.

When the Copp, Clark travelers show you this year's covers your opinion will accord with the heading of this page.

THE COPP, CLARK CO., Limited, 517 Wellington St. W., Toronto

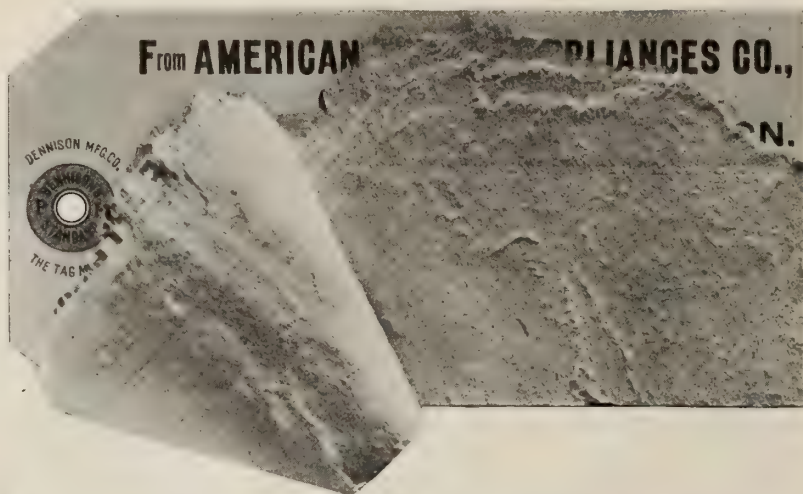
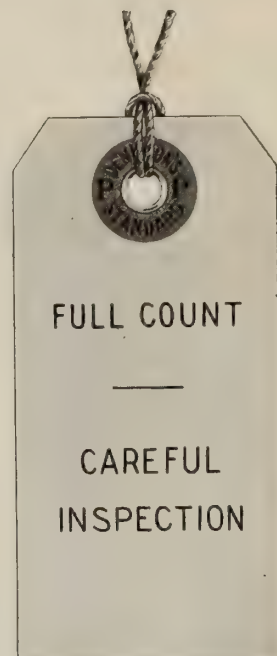
SELL A TAG WHICH WILL "STAY ON"



In the photograph below,
you see a

Dennison "P Quality" Tag

with the outer skin torn off.
Notice the thousands of in-
terwoven rope fibres. They
are the "muscles" of the tag.
They make it strong.



When your customer wants a thousand tags, give him

"P Quality" All Rope

There is more service in them for him. There is more profit in them for you.

If you want a few samples, let us know

Dennison Manufacturing Co.

THE TAG MAKERS

TORONTO, 160 Richmond St. West

WINNIPEG, 504 Notre Dame Investment Bldg.

BOSTON
26 Franklin Street

NEW YORK
15 John Street

NEW YORK
5th Ave. and 26th Street

PHILADELPHIA
1007 Chestnut Street

CHICAGO
62 East Randolph Street

ST. LOUIS
905 Locust Street

MONTHLY STATEMENTS

Itemized to date and **READY ON DEMAND.**

Every Business Man in your city should use our

Duplicate Statement System

Ledger and Statements combined in one neat, compact loose-leaf binder. Saves time, stops leaks and avoids disputes.

Simplifies Bookkeeping by reducing labor 50%.

Let us submit samples and tell you how to sell them.

SMITH, DAVIDSON & WRIGHT

LIMITED

Manufacturing Stationers and Paper Dealers
VANCOUVER and VICTORIA, B.C.

Esterbrook

Pens

250
styles



Ask your stationer
Esterbrook's Relief No. 314
is an extraordinary pen that adjusts itself to any desired slant and writes smoother than the old goose quill. Made of special alloyed metal — won't corrode — and finished like a gold pen.

SEND 10c. for useful metal box containing 12 of our most popular pens, including the famous Falcon 048. Write for illustrated booklet.

Esterbrook Pen Mfg. Co.

New York

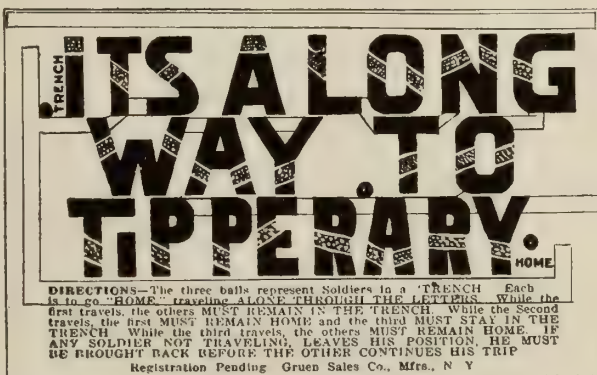
Camden, N.J.

BROWN BROS. LIMITED, Canadian Agents, Toronto

JUST OUT

TIPPERARY PUZZLE

EVERYBODY'S DOING IT



2/3 ACTUAL SIZE

BIGGEST 10c. HIT OF THE SEASON

TIMELY—FASCINATING

Order through your jobber NOW.
JOBBERs—prices on application.

GRUEN SALES COMPANY

120 WEST 32d STREET

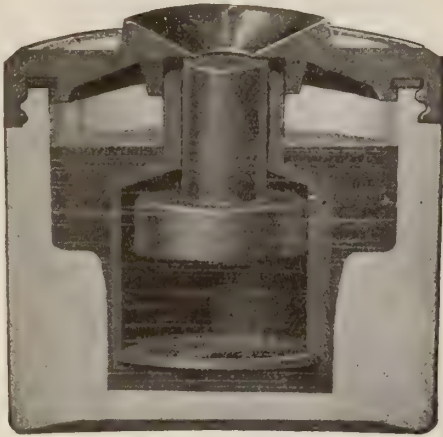
NEW YORK CITY



Stationers and Dealers, write for Catalogue and Terms.

Caribonum Company, Limited

54 Wellington Street East, Toronto



SECTIONAL VIEW NO. 51

Showing How Inkstand Closes Air-Tight—Like Cork in Bottle

How many of your customers would ask more than they get in the Sengbusch?

Sengbusch superiorities mean more and better satisfied customers

- 1st.** Always gives *clean, fresh ink* — inkstand closes air-tight — (*same as cork in bottle*).
- 2nd.** Absolutely no evaporation of ink—saves 75% of ink bills.
- 3rd.** *Can be maintained on the desk of the busiest clerk with only 8 oz. of ink during the year—12½ cents. THINK IT OVER.*

4th. No funnels above top surface of well—ink never spurts out.

5th. Pen is dipped to a uniform depth—no over-loaded pens, causing ink blots.

6th. Requires filling once in two to six months of actual use. Other stands require filling 52 times a year.

7th. Requires cleaning inside, once a year.

8th. Saves pen points—no corroded ink.

9th. Prevents evaporation of red ink, and works perfectly with copying ink.

10th. Saves time and trouble.

Hundreds of business houses have equipped their entire staff with Sengbusch Inkstands. Our extensive advertising is developing business along this line for you all the time. Liberal discounts allowed. Selling aids supplied free, together with special Canadian catalogues having your own imprint. Write to-day—sure.

The Sengbusch Self-Closing Inkstand Co., 200 Stroh Building, Milwaukee, Wis.

Don't think you can jump in when trade begins to boom and head off the man who stuck to his advertising guns. It cannot be done, the other fellow has too big a handicap.

REPEAT ORDERS MAKE BUSINESS PAY

HOW TO GET THEM

The discerning dealer knows that when he selects goods for sale in his store the most profitable for him to stock is the variety that will bring his customers back again. If **quality** and **value** are not clearly manifested the customer's next purchase may be made at another store. The wise merchant strives to cultivate repeat orders by giving his customers goods that so thoroughly satisfies them that they will take no chances in going elsewhere when they can get exactly the same goods they had before. That is the class in which are included the goods described on this page.

The **Standard Omega Dustless Crayon** is as nearly dustless as it is possible to produce crayons. It is unquestionably the acme of quality, and the prices which we are able to quote will enable dealers to successfully bid for school contracts and to add to their profits in the regular sale of dustless crayons.

Standard Omega Dustless Crayons are the kind that bring repeat orders. This crayon makes a soft, clear mark, erases easily, and, being free from grit, will not scratch the board nor glaze. Cleanest to handle and the most economical crayon made. A 25 gross case of Omega goes as far as 100 gross of common chalk crayon, but costs less than half as much.

Emphasize these merits and the hygienic qualities of **STANDARD OMEGA DUSTLESS**—there is positively nothing injurious in them.

STANDARD OMEGA DUSTLESS



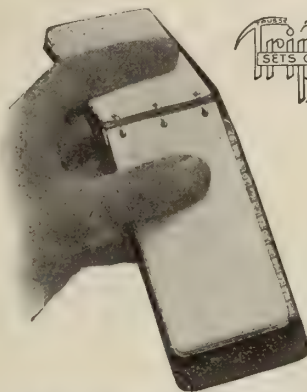
"CREST LIGHT" CRAYONS

These crayons mark freely. The colors are brilliant and do not smear, thus the old objections to hydraulic pressed crayons are overcome. The very nature of the manufacture of these crayons makes them most durable. The usual rub and blur of wax crayons is entirely obviated, keeping both paper and hands perfectly clean.

MADE IN DANVERS, MASS., BY THE STANDARD CRAYON CO.

"CRAYEL" now comes in boxes of eight assorted colors, providing the trade with a box of crayons of outstanding merit for all school uses.

The "Arteo Pastel" box of seven assorted colors in the five-cent size, and eight assorted larger crayons in the ten-cent size, are ideal for advanced color work, for drawing on paper, and for blackboard use. The quality of the crayons described in the foregoing is unexcelled, such as to warrant the most extensive sales development activity on the part of the dealer who can challenge comparison when approaching school teachers, School Boards or other large users, resting safe in the assurance that these crayons will come through "with honors" in all tests.



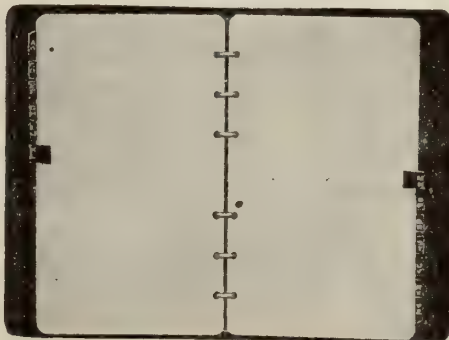
Trufling
SETS OF THREE RINGS

MEMOS

A Line That SELLS

The most compact, durable memo made. Three rings in end open, six rings in side open memos. Made in all styles, including our "Kut Flush."

Standardized sizes, punchings and rulings.



Solid oval rings, reducing wear on sheets to a minimum. The best selling book made.

Complete Stock in Toronto

Made by the Trussell Mfg. Co., Poughkeepsie, N.Y.

HOLMAN ALBUMS FOR PHOTOGRAPHS

With the approach of the picture-taking months, an army of Amateur photographers will be prospective customers for Holman Albums—the line that excels not only in appearance but in quality, too.

THE PROFITS ARE LIBERAL

Various sizes from 5½ x 7 inches to 11 x 14 inches. Loose-leaf, laced tubular, extensible back, Flexible and Flat opening, Black carbon leaves. Extra leaves obtainable.



Black Cloth Covers

Have the traveler show you the complete range of these Albums—bound in paper, cloth, imitation leather and genuine leather.

Complete Stock in Toronto.

A. R. MacDOUGALL & CO. 266 KING ST. WEST, TORONTO, ONTARIO

CANADIAN REPRESENTATIVES



You Can Sell More Dolls When You Display Them Right
The Right Way is THE BUTLER WAY

BUTLER DOLL STANDS

show the dolls off in such a way that they cannot fail to attract the eye of both the child and its parents.

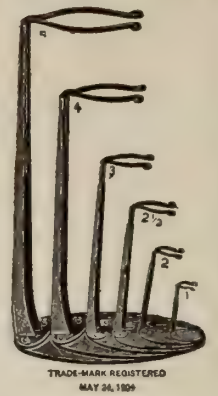
Made in Six Sizes for dolls from 3½ in. to 42 in. in height.

FOR SALE BY JOBBERS

Manufactured by

BUTLER DOLL STAND COMPANY

29½ North Jefferson Street, CHICAGO



THE TOY AND FANCY GOODS TRADER

THE PAPER THAT GETS RESULTS

No Canadian store should be without a copy. Brim full with trade information, items of interest and articles of considerable help to you in your business.

SUBSCRIBE
TO-DAY

Per Year

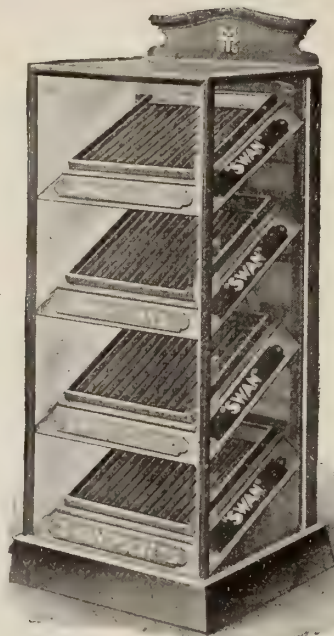
\$1.25

Post Free

SEND FOR
SPECIMEN COPY

The Toy and Fancy Goods Trader, 40-43 Fleet Street, London, E.C.

THIS
CASE
IN
YOUR
STORE



STOCKED
WITH
SWAN
FOUNTAIN
PENS

will help you to sell more pens and will add to the interest and attractiveness of your store. It will prove a silent **salesman**, with no salary to be charged against sales.

SWAN PENS SHOW GOOD PROFITS.

Thousands of retailers have proved the advantage of featuring Swan Pens, which are made in all sizes, in standard and safety types, and with points to suit every hand. Write for terms and catalogue.

MABIE, TODD & CO., Makers, 243 College Street, Toronto, And at London, Paris, Brussels, New York and Chicago

PATRIOTIC PICTURES AND POSTCARDS

POPULAR AND PROFITABLE

War Pictures

Sepia reproductions of these notables:

Kitchener, French, Jellicoe.

Mat 18 x 24. Picture itself 11 x 25. Retail at 25c.

Smaller sizes to sell at 10c—still smaller at 5c retail, comprising the following:

Kitchener, French, Jellicoe, Smith-Dorrien and King Albert.

DOMINION VIEWS.

As used in Dominion Series of Greeting Cards, reproduced in sepia and mounted to retail at 5c each.

PATRIOTIC POSTER STAMPS.

With views of war notables.

PATRIOTIC NOTEPAPER

With reproductions of the Canadian flag and flags of the Allies—envelopes to match.



Reduced Illustration of Giant Postcard. Actual size is 6 x 8 inches.

Here is a proposition that will surely appeal to the keen business sense of the alert merchant. Scan carefully these particulars about lines of greeting cards specially prepared for localization by including names of any town or to take local views. Get a full range of these and push them hard. The ready response to your efforts will please you mightily.

HERALDIC SERIES

Booklets with perfect imitation of birch bark, introducing the shield of any province, and name of any town, printed below the shield. Artistic designs in great variety to retail at 5c to 25c each. **Christmas Letters**—To sell at 50c a box of 6 sheets with envelopes to match, with coat of arms of any province and name of any town.

IMPERIAL SERIES

Folders put up in boxes especially designed for localizing, introducing the Maple Leaf, Beaver and Canadian flag. Name of any town reproduced even in small quantities.

LOCAL VIEW LETTERS

Boxes of 6 sheets and envelopes to match reproducing any photograph—4 lines, 2 at 50c retail and 2 at 75c retail.

War Postcards

GIANT POSTCARDS.

See reduced illustration on this page. Other cards show different men prominent in the great European conflict. They sell at 5c each.

PATRIOTIC POST CARDS.

six in a packet, to sell at 25c, showing the British military leaders, types of the Territorial and British Sailor, reproduced on a background showing the Union Jack in striking effect.

THE ALLIES' EXCURSION TICKET

"from Great Britain to the Imperial Palace, Berlin." A novel appeal for enlistment and a ready seller at 5c.

THE COLONEL'S HAT.

A novelty for the nipper.

THE LATEST ARRIVALS—PRO PATRIA POSTCARDS.

Flags of the Allies in most pleasing reproductions, four designs. Sure to move out quickly—a line to feature strongly. Be first with them in your town.

LOCALIZED SERIES IN CABINETS

Name of any town die-stamped in gold on every card.

No. 1—Cabinet 728 cards to sell at 5c to 25c each, properly assorted, total value retail \$79.30, cost to dealer \$37—profit \$42.30.

No. 2—Cabinet 403 cards to sell at 5c to 20c each, total retail value \$40.95, cost to dealer \$18.50—profit \$22.45.

Cabinets are free and have separate trays for cards of each price.

BOOKLETS IN CABINETS

1008 cards to retail 5c to 25c each.

Case produces \$129.60

Costs dealer 62.20

Profit \$ 67.40

Five drawers in case made of Pollard Oak, unbreakable and fitted with removable nests for cards. Can be used for birthday cards, wedding cards, etc., when Christmas season is over.

The case is free with the 1008 cards as quoted giving the dealer 107% profit.

LONDON NEW YORK **BIRN BROS.** SYDNEY TORONTO

A. R. MacDOUGALL & CO., 266 KING ST. WEST, TORONTO, ONTARIO

CANADIAN REPRESENTATIVES

Don't Fail to See Our

Annual Import Display of Fancy Goods, Dolls, Toys, Chinaware, Etc.

on Exhibition, April and May, at our sample
rooms, 468 to 474 King St. West, Toronto.
Appointments now being arranged.

WRITE US NOW.

A Few Special Import Features:

Many new lines of Toys and Fancy Goods from England, France, Japan, United States and Canada. Baby Dolls with glass sleeping eyes. Celluloid Dolls, Bears, Stuffed Toys, Mechanical Toys, Mechanical Trains, Blocks, Games, Children's Tea Sets, Picture Books, Christmas Cards and Decorations, Table Trays, Smoker Sets, Fancy Brass Presentation Goods, Toilet Cases, Ebony Goods, Colonial Ivory Goods, in Mirrors, Brushes, Manicure Pieces, etc.

Hundreds of other lines in addition to our usual staple lines of Druggists' and Tobacconists' Sundries, Stationery, etc.

Get the New 1915 Catalogue

of Spring and Summer lines

Baseball Goods
Tennis Goods
Sporting Goods of all kinds
Hammocks
Lawn Bowls
Croquet
Rubber Balls
Children's Pails and Shovels
Skipping Ropes
Sail Boats
Dolls' Go-Carts
Children's Wagons
Chinese Lanterns
Flags and Pennants
Decoration Goods
Toy Pistols, Horns, etc.

The Fancy Goods Company of Canada, Limited

468 to 474 King Street West, Toronto

VENUS PENCILS

*the
PERFECT
PENCIL*

FOR the technical man, architect, engineer, or draughtsman, a good pencil is an important part of his equipment.

VENUS DRAWING PENCILS

Venus Pencils, made in 17 degrees (6B softest to 9H hardest), perfectly graded and absolutely uniform in quality, meet every technical requirement.

VENUS COPYING PENCILS

Venus Pencils are also made in two copying degrees (Venus Copying) for use in billing, copying and manifold.

VELVET PENCILS

For the accountant, clerk, and office man the Velvet 5c Pencil answers every demand, wears down to the very last inch, and has a Velvet Rubber Tip.

MILO RUBBER BANDS

We also make a specialty of high-grade penholders, erasers, and Milo Rubber Bands. Milo Rubber Bands are made from the very finest Para Rubber, and are unconditionally guaranteed for five years.

Samples of the above will be furnished on request.

Now is a good time to look over your stock of pencils, penholders, erasers, and rubber bands, and fill in the vacant numbers.

Instruct your clerks to suggest to customers to "buy by the box." It is just as easy and means much more profit to you.

American Lead Pencil Co.

220 Fifth Ave., New York

(and Clapton, London, England)

Packard
BROTHERS.

PUBLISHERS OF PRIVATE CHRISTMAS GREETING CARDS

Up-To-Date Designs

Quality

Price and

Service

Sample books sent on
application.

Write to-day for particulars
of the line and discounts.

Packard Brothers

329 Craig St. West MONTREAL

Stafford's Inks

Mucilages and Paste
are Made in Canada

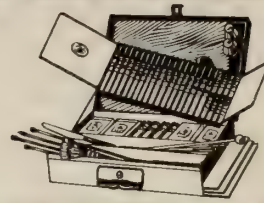
Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON CO
ESTD. 1842. MONTREAL.

TOY PROFIT

There is good profit in a line of Toys—besides, it attracts the family trade and that is the kind that pays.

Successful toymen keep posted on trade happenings, new articles, new ideas of salesmanship and window dressing, where to buy stock, etc.

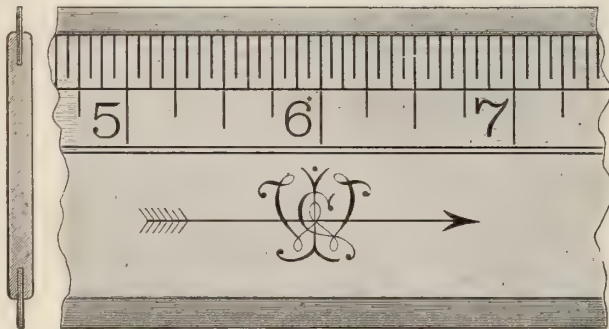
"PLAYTHINGS"

each month has all the news of the toy trade. Subscription price ONE DOLLAR AND FIFTY CENTS a year postpaid.

Subscribe now and join those who are keeping up-to-date and in the swim.

A sample copy free if requested.

McCREADY PUBLISHING CO., 118 East 28th Street
NEW YORK



No. 1733 Transparent Edges.

See Our Catalogue No. 42.

WESTCOTT-JEWELL CO., SENECA FALLS,
N.Y., U.S.A.

PHYSICAL CULTURE

The Leading Publication of its kind.

Edited by John Brennan.

On sale the 21st of each month from your News Company. Fully returnable within 60 days. Give it a display. Call your customers' attention to it and they will not want to be without it.

Advertising matter furnished on request.
PUBLISHED BY

PHYSICAL CULTURE PUBLISHING CO.
FLAT IRON BUILDING . . . NEW YORK

ALBERTYPE POSTCARDS

FINEST AMERICAN MADE
PLATINO, SEPIA, HANDCOLORED

THE ALBERTYPE CO.

To Order

Quick Deliveries

BROOKLYN, N.Y.

WHYTE, RIDSDALE & CO.,

Telephones: 6740 AVENUE (3 lines).

Telegrams: "WHYTSDALE, ALD, LONDON."

FANCY GOODS, TOYS, JEWELLERY

72, 73, 74, 75 and 76, HOUNDSDITCH, BISHOPSGATE, LONDON, E.
35, 36 and 37, Camomile Street, E.C., and 33 and 34, Gun Street, E.

ESTABLISHED 186

SPECIALISTS
IN

ALL BRITISH TOYS and DOLLS

Write for our illustrated Export Catalogue now in course of preparation showing novelties in all departments.

Departments
A Ladies' and Gents' Jewellery, Silver Goods, etc.
B Cutlery, Electro-plate, etc.
C Toilet Requisites, Brushes, Combs, etc.

D Leather and Fancy Goods, Stationery, etc.
E Cabinet Goods, and Photo Frames.
F Tin and Mechanical Toys, Soldiers and Guns.

G Wood Toys and China Goods
H Watches and Clocks.
L Dolls.
M Indoor and Outdoor Games
R Soft Toys.



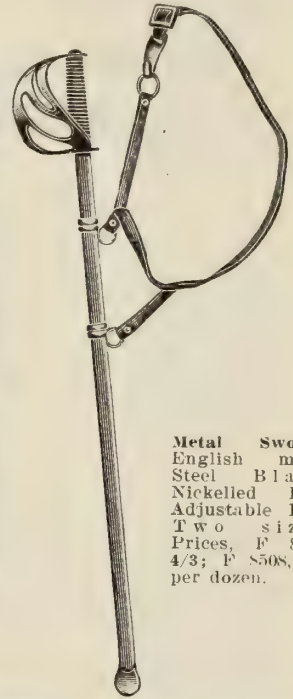
Three Sizes.

Dressed Fat Boy. Stuffed Body. Composition Head. Size 10 1/2 ins. high.

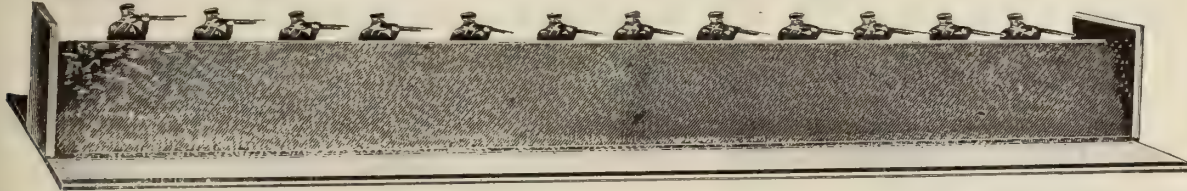
L 3810 Price 22/6 doz.
L 3811—13 in. " 30/- "
L 3812—13 in. " 45/- "



View of our stand at the Toy Fair held at the Agricultural Hall, London, March 16th to 26th, 1915.



Metal Swords.
English make,
Steel Blade.
Nickelled Hilt.
Adjustable Belt.
Two sizes.
Prices, F 8507,
4/3; F 8508, 8/-
per dozen.



IN THE TRENCHES.
—An ideal and up-to-date Box of Soldiers. The trench is portable and folds into a small box. Soldiers are of Metal, painted Khaki color. F 8469, price 16/6 doz. sets.



PAINTED METAL SOLDIERS.

Assorted Infantry and Cavalry Regiments, over 100 different designs.

Infantry Regiments, boxes contain 8 soldiers, price 8/6 per doz. boxes.

Cavalry Regiments, boxes contain 5 soldiers, price 8/6 per doz. boxes.

Ditto, Ditto, smaller sizes, 4/6 per doz.



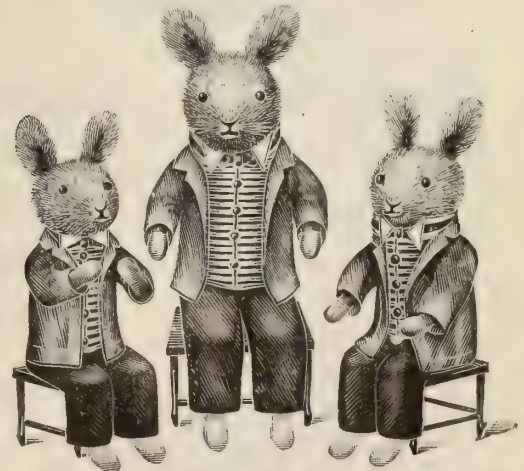
WILLOW

Painted Tin Toy Tea Sets in assorted designs
Prices 2/11, 4/6 and 8/6 per doz. boxes.



A B C BLOCKS

Boxes of wood A B C Blocks with black and colored designs. Prices 3/-, 4/3 and 7/9 per doz.



TIPPEE HAREE.

The latest soft figure, saten dressing. K4982. Prices 8/6, 12/6, 21/- per doz.

Entirely British

CHARLES WORCESTER & CO, BRISTOL, ENGLAND

have appointed **THE IMPERIAL NEWS CO. LD**
to be their sole representatives in Canada for their

HIGH-CLASS XMAS CARDS, GREETING CARDS, CALENDARS & BLOTTERS.

These goods are the **LAST WORD** in high-class productions and are entirely
BRITISH MADE · CAPITAL · BRAINS · LABOUR & MATERIALS

They have a **STYLE** of their own **A WIDE RANGE** of subjects
Are **RIGHT** for **PRICE**

The full range will be shown by the representatives of the

IMPERIAL NEWS Co Ltd.

OR AT THEIR OFFICES

MONTREAL:
254 LaGauchetiere St.

TORONTO:
91 CHURCH St.

WINNIPEG:
14-16 PRINCESS St

NATIONAL LOOSE-LEAF LINE



Presto Loose-Leaf Ledger

THIS popular low-priced ledger opens with a coin. It is attractively bound with Russia skiver cloth back and corners, and dark green cloth sides. There are no exposed metal parts to mar the desk. Complete with paper, index and binder. Smallest size, $7\frac{1}{2} \times 10\frac{3}{8}$. Outfits offered in six sizes.

Our printer is now busy on the new catalog supplement. This will show many additions and improvements. Requisition yours now.

NATIONAL BLANK BOOK CO.
HOLYOKE, MASS., U.S.A.

“BRUNTONE” Reg. Pictorial Photo Post Cards

Stationers not able to obtain continental, high-grade, picture postcards would do well to place enquiry with us.

Live Sales Certain

Editions 144, 250, 500 or 1,000 per subject. Canadian printed side, glossy real photo, sepia process, and publishers' imprint.

Copied from customers' prints, minimum time required 14 days. Satisfaction guaranteed.

Quality Trade and Easy Business

State number of subjects and quantity of each view you can take, and we will quote, Paid Home, Duty and Packing Free (payment against B.O.L. at Liverpool first transactions.)

Accounts opened on satisfactory references.

British made on British cardboard.

LILYWHITE, LIMITED
HALIFAX, ENGLAND

Manufacturers in Seven Reigns

The Excellence of
WATERSTON'S



**SEALING
WAX**

is the result of 162
Years' Experience

**George Waterston
& Sons**

Sole Manufacturers of
the "Bee Brand" Wares
Letter . Parcel . Bottle

LONDON and EDINBURGH

Established 1752

GEORGE II.
1727-1760



GEORGE III.
1760-1820



GEORGE IV.
1820-1830



WILLIAM IV.
1830-1837



VICTORIA
1837-1901



EDWARD VII.
1901-1910.



H.M.
GEORGE V.



Highest Class
Wood Photo Frames
Made from All-wood
Mouldings
Beautifully Inlaid

Messrs. Edward Mortimer

LIMITED
HALIFAX, ENGLAND

London Show Rooms, 34 Paternoster Row, London, E.C.

New Designs
for 1915

WE MANUFACTURE
POST CARD ALBUMS and AUTOGRAPH BOOKS
WRITE FOR OUR ILLUSTRATED CATALOGUE
QUOTING PRICES DELIVERED DUTY PAID
DOW & LESTER
Foresters Hall Place, Clerkenwell Rd., London, E.C., Eng.

There is Big Money in Automatic Card Printing

The Automatic prints while you wait
Business and Calling Cards, Tickets,
Invitations Announcements & many
others. Prints 100 per minute, 6000
per hour. Write today for our free catalog 36.

S. B. FEUERSTEIN & CO.
542 W. Jackson Blvd., CHICAGO



Registered

Before buying a fresh stock of pens, get samples and prices of the famous

"Rob Roy" Pen

the popular and quick-selling pen.

It is made of fine steel, writes easily and smoothly and suits almost any hand. "Rob Roy" pens are made in one of the best equipped factories in Birmingham, Eng.—the home of the pen-making industry.

Manufactured by the proprietors:

Hinks, Wells & Co., Birmingham, Eng.

"BUY FROM HOME"



Gilt and Burnished Brass
Photo Frames, guaran-
teed untarnishable.

Call or Write for Samples

Actual Manufacturers:

Perry, Bevan & Co., Ltd.
Regent Parade
BIRMINGHAM ENGLAND

Mr. STATIONER

AND BOOKSELLER

A Profitable Side-Line for YOU

Is the "CASTLE" Series of
Private Christmas Greeting Cards.

LARGE PROFITS: SAMPLE BOOKS FREE.

Every Stationer in Canada can add largely to his Profits by selling the "CASTLE" Series of Private Christmas Greeting Cards. They are without doubt the finest and most up-to-date Christmas Cards ever published, and are ENTIRELY BRITISH.

Prices range from 75 cents to 2 dollars per doz.

They are guaranteed to be this year's manufacture, and not those left over from last year's British market. We are the Manufacturers, and guarantee to supply any Card shown in the Book right up to the end of the Season. All orders neatly packed and sent POST FREE by RETURN MAIL.

A big business can be done by the Stationer who will push these Cards. They are easy to sell, and there is no stock to carry. Why not concentrate your efforts this year on this side-line so as to take all the orders to be got in your district?

The "CASTLE" Series will help you.
SAMPLE BOOKS READY JUNE.

Write now for particulars of Commission, etc., to the
CASTLE PUBLISHING CO.,
CHEAPSIDE, PRESTON—LANCS., ENGLAND.

For Reaching The European Market

Canadian Manufacturers should
advertise their productions in

Games and Toys

THE LEADING TRADE JOURNAL

Circulates throughout the whole
of Europe and the Colonies.

Subscription, 5/- per annum, post free.

Advertising rates on application.

Publishers:—

The International Trades Press

LIMITED

Sicilian House, Southampton Row,
London, W.C.

TUCK's



They are the MOST
WELCOME, ARTISTIC
and UP-TO-DATE

XMAS CARDS
CALENDARS
POST CARDS
BIRTHDAY CARDS
BLANK CARDS
JUVENILES
TOY BOOKS
PICTURES
ETC.

Every "TUCK" Card and other publication
bears the name of the firm and our "Easel &
Palette" Trade-Mark. DO NOT BE MISLED.
NONE GENUINE WITHOUT.

RAPHAEL TUCK & SONS CO. LIMITED
9 ST ANTOINE STREET
MONTREAL

Jaques

The brand of quality for
English games and
sports goods.

GOLF SOCIETY GAMES
BOWLS JUVENILE GAMES
TENNIS CHESS GOODS

Over 100 Years' Record

John Jaques & Son Limited
LONDON, ENGLAND
Canada, 16 King Street West, Toronto
CATALOGUES POST FREE

JUST PUBLISHED

THE MOST WONDERFUL
PICTURE OF THE WAR.
(LONDON DAILY MAIL.)

No such picture of a sink-
ing ship has ever been seen
before. It shows the 15,800-
ton German armoured
cruiser 'Bluecher' in the
very act of capsizing after
the terrible punishment she
had received in the battle of
the Dogger Bank.

*This picture is reproduced in
sepia photogravure, also in a
beautiful shade of marine
green.*

1/ size

Outside Size of Print
14½ x 12 in.
Picture Area
11¼ x 7¾ in.

2/6 size

Outside Size of Print
24 x 19 in.
Picture Area
19 x 12 in.

Each size is published in the 2 colors
above mentioned. Outside the plate
mark is given a brief description of
the important details, and in the
bottom right-hand corner is a thumb-
nail sketch of H. M. S. 'Arethusa.'

**Trade Discount,
50 per cent.
Thirteen Copies
as Twelve.
Free postage
on Dozen Lots.**

WILL BE SHIPPED IMMEDIATELY ON
ORDER TO

PHOTOCHROM CO., LTD.

7, 8, 9, 10, OLD BAILEY
LONDON, ENGLAND

WORKS: TUNBRIDGE WELLS, KENT

F. MELVILLE LAMBERT
MANAGING DIRECTOR

**P.S.—THIS PICTURE WILL GRIP
YOUR PUBLIC.**



Made in America by
The Oldest Lead Pencil Factory in America

WHEN we announce that the "Van Duke" is the Best pencil we have produced, every stationer knows that it must be one of exceptional merit.

Fifty years of experience, coupled with the best efforts of our chemical laboratory in the conduct of varied and prolonged experiments to provide what is essential in a lead we would call "our best," have resulted in the "Van Dyke."

Absolute smoothness, an unvarying texture and a wear-resisting durability—elements so necessary in the ideal drawing lead, have been developed to an unusual extent, and the "Van Dyke" will more than satisfy the most critical of professional and technical users.

No. 600 "Van Dyke" is Hexagon Shape, Yellow Polish, with lead in the following degrees: 6B, 5B, 4B, 3B, 2B, B, HB, F, H, 2H, 3H, 4H, 5H, 6H, 7H. *Quality and Accuracy of Degree of Lead Guaranteed.*

We shall be glad to submit samples and interesting prices to the trade upon request.

EBERHARD FABER - - - NEW YORK

FOR THINGS UNUSUAL IN GREETING CARDS

The Name DES ARTS

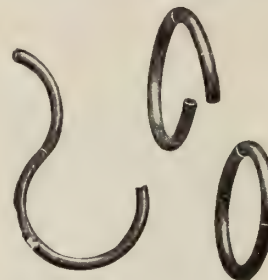
has come to mean much among the trade who demand high-class lines. Their lines of greeting cards are now being shown for a new season. A suggestion will bring the lines to you.

DES ARTS STUDIOS, Inc.

HOLYOKE, MASSACHUSETTS

MORDEN SWIVEL RINGS

For Loose-Leaf Sheets



The rings are durable, simple in construction, open wide, close securely. Unequaled for note books, stenographers' books, eyeletted covers, catalogs, swatch books, etc.

Ten sizes, 1/2 in. to 2 in., inside diameter. Price \$5 up per hundred. Liberal discount to the trade. Try a sample box (100).

Mfd. Solely by

The Morden Manufacturing Corporation
WATERBURY, CONNECTICUT

British
Manufacture

TRADE
MARK

VERDIER

..... LIMITED

Printers & Publishers of

CHRISTMAS CARDS

◆◆ **CALENDARS** ◆◆

EASTER & BIRTHDAY CARDS

MENU & NAME CARDS

DANCE LISTS & PARTY INVITES

SACHET GREETING NOVELTIES

PRIVATE GREETING CARDS

Speciality: Floral Colour Gravure Cards

DAINTILY PERFUMED

BLANKS & PRINTING FOR PUBLISHING TRADE
in exclusive processes

All enquiries direct to **VERDIER LTD.**
18 CHRISTOPHER STREET LONDON E.C.

For Reaching The European Market

Canadian Manufacturers should
advertise their productions in

Games and Toys

THE LEADING TRADE JOURNAL

Circulates throughout the whole
of Europe and the Colonies.

Subscription, 5/- per annum, post free.

Advertising rates on application.

Publishers:—

The International Trades Press
LIMITED

Sicilian House, Southampton Row,
London, W.C.

March, 1915

Special Announcement

We beg to advise you that we have been licensed by the Irving Pitt Manufacturing Co. to use their Patent No. 778070 in the manufacture of our Memo. Price and Ring Books.

This license carries with it a complete release from all past liabilities for infringement by ourselves and customers.

Boorum & Pease Loose Leaf Book Co.

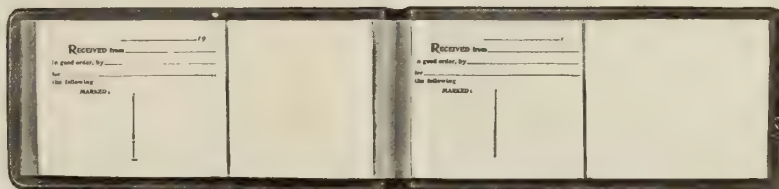
New York

-:-

St. Louis

Two New Items

just added to the extensive B. & P. Line of Shipping and Package Receipt Books.



No. 5091—Shipping Receipt.

Duplicate Folding Receipts

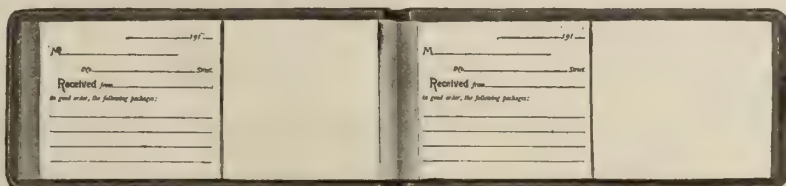
(used with carbon sheet)

The half-sheet to right of perforation when folded to left shows the same printed form, and by use of carbon sheet a duplicate copy is made which is retained in book.

Made in one size only, $8\frac{3}{4} \times 3\frac{1}{2}$, 100 leaves. Bound, Full Duck, Turned-in, heavy boards, perforated in centre, printed on both sides to fold over; to be used with carbon sheet. Title stamped on cover, three sheets of carbon and holder in back of book. List price \$5.50 doz.

Get your supply to-day.

Our little publication, "Standard," virtually a guide to progress and profit, mailed free to dealers. Let it make its monthly visit to you.



No. 5092—Package Receipt.

BOORUM & PEASE CO.

Makers of

"STANDARD" BLANK BOOKS.

MAIN OFFICE: Hudson Ave. and Front St., Brooklyn, N.Y.

FACTORIES: Brooklyn, N.Y.; St. Louis, Mo.

SALESROOMS:

109-111 Leonard St., New York.

Republic Bldg., Chicago, Ill.

220 Devonshire St., Boston, Mass.

4000 Laclede Ave., St. Louis, Mo.

BUYERS' GUIDE



**MADE
IN
CANADA**

ADDING MACHINE ROLLS

More profit for the dealer.
Write us for samples and prices.

MONARCH PAPER CO., Limited
Manufacturers 419 King St. W., Toronto



**You Can Sell
Sonophones**

And add big profits
to your toy or musical
departments. Anyone
can play them, children
or grown-ups. Have
our representative
call.

Sonophone Co., 338 Broadway, New York
L. G. BEEBE, Canadian Representative
32 Front St. West Toronto

**LOOSE-LEAF
METALS**

De Luxe Line Metals are used in every
civilized country in the world. We make
all kinds. Write for Catalogue No. 32.

WILSON-JONES LOOSE LEAF CO.
CHICAGO NEW YORK

Prompt, Economic and Efficient Service
as Agent Offered to Canadian
Booksellers and Publishers by

HENRY GEORGE

16-20 Farringdon Ave., Farringdon
Street, London, Eng.

Pick-up orders carefully attended to.
Books or Periodicals by mail or case.
WRITE FOR TERMS.

**CARBON PAPERS AND
TYPEWRITER RIBBONS**

Manufacturers of the highest quality.
It will pay you to give your customers
the best.

J. A. HEALE & CO.
96 JOHN STREET NEW YORK

ART SUPPLIES.
Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.

BLOTTING PAPERS.
The Albemarle Paper Co., Richmond, Va.
John Dickinson & Co., Montreal.
Dawson & Sons, W. V., Montreal.

BLANK BOOKS.
Boorum & Pease Co., Brooklyn, N.Y.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto,
Winnipeg.
National Blank Book Co., Holyoke, Mass.
The Copp, Clark Co., Toronto.
W. J. Gage & Co., Toronto.
Warwick Bros. & Rutter, Toronto.

CHRISTMAS AND PICTURE POST CARDS.
Dow & Lester, Foresters Hall Place, Clerken-
well Rd., London, E.C.
Alfred Guggenheim, 529 Broadway, N.Y.
Birn Bros., 266 King St. W., Toronto.
Menzies & Co., Toronto.
Packard Bros., 329 Craig St. W., Montreal, Que.
Valentine & Sons, Toronto and Montreal.
T. J. Wright & Sons, Ltd., Blackhorse Lane,
Walthamstow, London.
Samuel A. C. Todd, 26 Bothwell St., Glasgow,
Scotland
Raphael Tuck & Sons Co., Ltd., 9 St. Antoine
Street, Montreal.

CODE BOOKS.
The American Code Co., 83 Nassau St., New
York.

CRAYONS.
American Crayon Co., Sandusky, Ohio.
Binney & Smith, New York.

EMBOSSING.
Standard Embossing Co., 36-38 Lombard St.,
Toronto

ENVELOPES.
Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Limited, Montreal, Toronto,
Winnipeg.
W. J. Gage & Co., Toronto.
Warwick Bros. & Rutter, Toronto.

FANCY PAPERS, TISSUES AND BOXES.
Dennison Mfg. Co., Boston.
Menzies & Co., Toronto.
A. R. MacDougall & Co., 266 King St. W.,
Toronto.

FOUNTAIN PENS.
Arthur A. Waterman Co., Ltd., New York.
Mable, Todd & Co., Toronto.
Sanford & Bennett Co., 51-53 Maiden Lane,
New York.
A. R. MacDougall & Co., 266 King St. W.,
Toronto.
Paul E. Wirt Co., Brown Bros., Ltd., Toronto,
Canadian Agents.

INKS, MUCILAGE AND GUMS.
Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.
W. V. Dawson, Limited, Montreal, Toronto,
Winnipeg.
Stephens' Inks, Montreal.
S. S. Stafford Co., Toronto.
"Gloy," A. R. MacDougall & Co., 266 King
St. W., Toronto.
"Glucine," Menzies & Co., Limited, 439 King
St. W., Toronto.

INDELIBLE INK.
Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.
H. C. Stephens, London, Eng.

INKSTANDS.
The Sengbusch Co., Milwaukee.

THE FAULTLESS LINE OF LOOSE LEAF METALS

Most complete line of Ledger, Sectional
Post, Solid Post and other Loose Leaf
Metals.

On request to-day our Catalog GC and
special proposition.

STATIONERS LOOSE LEAF CO.

342 Broadway - Milwaukee, Wis.
203 Broadway - New York City

When writing to
advertisers kindly
mention this paper

Standard Commercial Works

**CANADIAN CUSTOMS TARIFF
HAND BOOK.** Enlarged and revised
to date.Price, \$1.00

MATTE'S INTEREST TABLES at 4
to 10 per cent.Price, \$3.00

MATTE'S INTEREST TABLES at 3
per cent.Price, \$3.00

HUGHES' INTEREST TABLES and
book of days combined, at 3 to 8 per
cent.Price, \$5.00

**HUGHES' SUPPLEMENTARY IN-
TEREST TABLES**Price, \$2.00

HUGHES' INTEREST TABLES at 6
and 7 per cent., on folded card,
Price, \$1.00

**HUGHES' SAVINGS BANK INTER-
EST TABLES**, at 3 or 3½ per cent.,
each on separate card.Price, \$1.00

**BUCHAN'S STERLING EXCHANGE
TABLES**Price, \$4.00

**BUCHAN'S STERLING EQUIVA-
LENTS AND EXCHANGE TABLES.**
Price, \$4.00

**BUCHAN'S PAR OF EXCHANGE
(Canadian)** Mounted on card. Price, 35c
**THE IMPORTER'S STERLING AD-
VANCE TABLES.** From 5 to 100 per
cent. advancePrice, \$2.00

IMPORT COSTS. A new Advance
TablePrice, \$1.50

THE IMPORTER'S GUIDE. Advance
TablesPrice, 75c.

A complete catalogue of all the above pub-
lications sent free upon application.

Morton, Phillips & Co.

PUBLISHERS

115 Notre Dame St. West MONTREAL

N.B.—The BROWN BROS., Ltd., Toronto, carry
a full line of our publications.

BUYERS' GUIDE

LEAD AND COPYING PENCILS.

American Pencil Co., New York.
A. R. McDougall & Co., 266 King St. W., Toronto.

LOOSE LEAF BOOKS, BINDERS AND HOLDERS.

The Brown Bros., Ltd., Toronto.
Boorum & Pease Co., Brooklyn.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Copp, Clark Co., Toronto.
National Blank Book Co., Holyoke, Mass.
Smith, Davidson & Wright, Ltd., Vancouver.
Samuel C. Tatum Co., Cincinnati.
W. J. Gage & Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

LEATHER AND FANCY GOODS.

Brown Bros., Ltd., Toronto.
Warwick Bros. & Rutter, Toronto.

MAP PUBLISHERS.

Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

METAL PARTS FOR LOOSE LEAF BINDERS.

Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

NEWS COMPANIES.

Imperial News Co., Montreal, Toronto, Winnipeg.
Toronto News Co.
Montreal News Co.
Winnipeg News Co.

PAPER FASTENERS.

Ideal Specialties Mfg. Corp., 552 Pearl St., New York City.

PAPETERIES AND WRITING PAPERS.

W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Brown Bros., Ltd., Toronto.

Warwick Bros. & Rutter, King St. and Spadina Avenue, Manufacturing Stationers, Toronto.

W. J. Gage & Co., Ltd., Manufacturing Stationers, Toronto.

The Copp, Clark Co., Toronto.

Buntin, Gillies & Co., Hamilton.

Eaton, Crane & Pike, Pittsfield, Mass.

A. R. MacDougall & Co., 266 King St. W., Toronto.

PHOTO MAILERS.

Thompson & Norris, Brooklyn, N.Y.

PLAYING CARDS.

Goodall's English Playing Cards, A. O. Hurst, Scott St., Toronto.

Consolidated Lithographing and Mfg. Co., Ltd., Montreal.

U. S. Playing Card Co., Cincinnati, O.

PICTURE FRAMES.

Matthews Bros., Ltd., 788 Dundas St., Toronto.

PICTURE POST CARDS.

Dow & Lester, Foresters Hall Place, Clerkenwell Rd., London, E.C.

Gilbert Post Card Co., 54 W. Lake St., Chicago.

Birn Bros., 266 King St. W., Toronto.

Valentine & Sons Publishing Co., Montreal.

T. J. Wright & Sons, Ltd., Blackhorse Lane, Walthamstow, London.

Raphael Tuck & Sons, Ltd., 9 St. Antoine St., Montreal.

SHEET MUSIC.

Anglo-Canadian Music Pub. Assn., 144 Victoria St., Toronto.

McKinley Music Co., 1501-15 East Fifty-Fifth St., Chicago.

STATIONERS' SUNDRIES.

Brown Bros., Ltd., Wholesale Stationers, Toronto.

The Copp, Clark Co., Wholesale Stationers, Toronto.

W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.

W. J. Gage & Co., Wholesale Stationers, Toronto.

Warwick Bros. & Rutter, Wholesale Stationers, Toronto.

A. R. MacDougall & Co., 266 King St. W., Toronto.

Buntin, Gillies & Co., Hamilton.

STORE FIXTURES.

Oscar Onken Co., 262 Fourth Ave., Cincinnati, Ohio.

STEEL WRITING PENS.

John Heath, 8 St. Bride St., E.C., London.

Hinks, Wells & Co., Birmingham, Eng.

Spencerian Pen Co., New York.

Esterbrook Pen Co., Brown Bros., Ltd., Toronto, Canadian Representatives.

A. R. MacDougall & Co., 266 King St. W., Toronto.

STENCIL BOARDS.

The M. J. O'Malley Co., Springfield, Mass.

TALLY CARDS, DANCE PROGRAMMES.

The Chas H. Elliott Co., North Philadelphia, Pa.

The Drysdale Co., Chicago.

Verdier, Ltd., 18 Christopher St., London, E.C.

Warwick Bros. & Rutter, Toronto.

TYPEWRITER RIBBONS AND CARBONS.

Peerless Carbon Co., Toronto.

Mittag & Volger, Park Ridge, N.J.

The A. S. Hustwitz Co., Toronto.

J. A. Heale & Co., 96 John St., New York.

TOYS.

Faudels, Limited, Newgate St., London, Eng.

TOY MARBLES.

The M. F. Christensen & Son Co., Akron, Ohio.

Akro Agate Co., Clarksburg, West Va., U.S.A.

WALL PAPERS.

Winnons, Ltd., Toronto.

STANDARD COMMERCIAL PUBLICATIONS.

Toronto, Phillips & Co., Montreal.

EAGLE

MIKADO PENCILS



Packed One Dozen in a Pull-Off Box. Half Gross in a Carton.

174 MIKADO, Hexagon, Highly Polished in Yellow Finish with Gilt Tip and Red Ring, containing an unequalled quality of Graphite, fitted with best red erasive rubber.

No. 1 SOFT. No. 2 MEDIUM SOFT. No. 2½ MEDIUM. No. 3 MEDIUM HARD. No. 4 HARD.

CONCEDED TO BE THE FINEST PENCIL MADE FOR GENERAL USE.

Eagle Combination Fountain Pen and Pencil



No. 10



A USEFUL ARTICLE OF NOVEL CONSTRUCTION

Made of the finest Para Rubber. One end is fitted with a 14 Karat Gold Pen, Guaranteed. The opposite end has a propel and repel movement containing black lead.

THE EXTREME NEATNESS AND PRACTICABILITY OF THIS ARTICLE WILL PROVE ITS VALUE.

Winning' the Buyer's Favor

The best possible buyer is not made an actual buyer at a single step.

It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising.

Under ordinary conditions it should not be expected to do more.

The Pen with the Magic Button



The "A.A." self-filling feature is simple and effective. It makes it easy to keep the pen always ready for service. For years this fountain pen has been giving universal satisfaction. It is still without a peer and is the pen for which there is no substitute.

There is perhaps no article which will fulfill the individual needs of the user to such a nicety as an "A.A." Fountain Pen. They are profitable to sell.

A Twist of the Button Fills the Pen—It's as Easy as Winding Your Watch

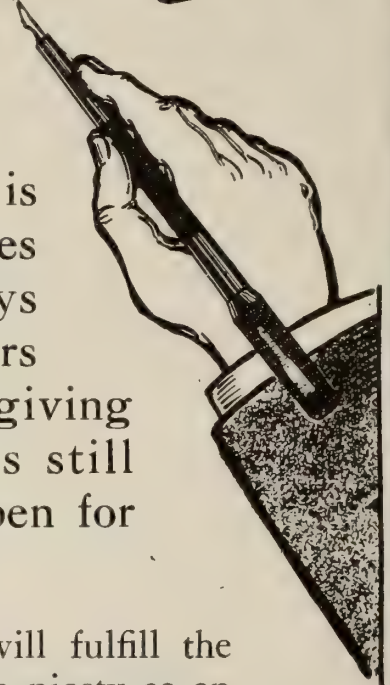
There is no annoying filler needed to keep it ready to write and continued satisfaction rendered after years of service explains the unqualified and enthusiastic endorsement of our many friends. Satisfaction creates sales.

ARTHUR A. WATERMAN & CO.

ESTABLISHED 1895

22 THAMES STREET, NEW YORK CITY

NOT CONNECTED WITH THE L. E. WATERMAN CO.



A Heart to Heart Talk

With the Readers of Bookseller and Stationer—Where the Paper Stands in its Relation to the Dealers—Who are the Friends of the Retailer?

IN this department the editors have at different times emphasized the willingness of the service department to co-operate with retailers in providing information of practical help to them. Frequently letters are received asking for direct information in reply to definite questions, such as where to obtain certain articles; who are the publishers of this book or that; have ——— a Canadian branch; what line of cameras is it most advisable to put into stock, or requests for an outline of how best to proceed to establish a circulating library. Many, many questions are thus taken up and sometimes the service department is able to provide answers only after considerable investigation. We are at all times glad to give such service.

But there is another branch of service which has been neglected by most retailers and that is the valuable informative co-operation resulting from liberal contributions in the form of bright and snappy paragraphs for the department of the paper devoted to "How Other Stationers Do Things." Every time a dealer outlines a good idea for doing business in a better way or getting more of it, he does something for his brother merchants and it is hardly fair for any dealer to be continually receiving suggestions along these lines, without offering any in return. It isn't even necessary to write about them. Frequently a clipping of a newspaper advertisement or other printed matter, or a photograph of a window or counter display, will give the editors the information necessary for writing a feature article about a selling method that will be eminently suitable for outlining in this most interesting department of Bookseller and Stationer.

Again, we appeal to you to send us news and suggestions that will help in making Bookseller and Stationer interesting and valuable.

An Appeal for Co-operation of Dealers.

There is another service which you can render the publishers and that is to give credit to Bookseller and Stationer when it is the source of your information regarding any merchandise or proposition. This is vitally important in connection with the advertising pages.

The existence of this trade paper is beneficial to the trade as a whole and with the auxiliary benefits of our service department, Bookseller and Stationer provides an agency which virtually does the work of a trade association in addition to the services rendered by the trade paper in itself.

When a new distributing concern comes into the field and in a straightforward manner sets forth its proposition in Bookseller and Stationer, the dealers naturally are likely to place reliance in such a concern, whereas they are prone to withhold confidence in the case of firms entirely unknown to them who have, for some reason unexplained, failed to take the trade into their confidence by means of the trade paper to lucidly set forth the proposition, having such announcements co-operate with the follow-up work of traveling salesmen.

It is not sufficient for distributing firms to send out circulars. The latter serve a definite purpose and in fact can be depended upon to get better attention if their preparation is based upon having them co-operate with the trade paper publicity, following it up in natural sequence, or serving as quick action reminders between issues of the trade paper.

Shows Retailer Who Are His Friends.

The big point is that, on a broad scale, the retailers look to the trade paper as their trade guide and the very nature of the paper itself, in its relation to the retail dealers who are essentially its main support, providing the basis upon which is determined the value of the medium for advertisers, is such that only friends of the retail trade use its advertising pages and by the same token those advertising pages constitute a good guide as to which among the distributing firms are truly the friends of the retailer. That is something that affords food for reflection on the part of the retailers, and if there is any doubt as to exactly what is meant, we will be glad to publish in this department next month letters from retailers, following up this question together with any further remarks that may thus be called for on our part.



Registered Trade Mark



THE FIRM ON WHICH THE SUN NEVER SETS

was established one hundred and eleven years ago. Now consists of twenty-five branches encircling the earth and distributing "Lion Brand" Manufactures in every quarter of the globe.



John Dickinson & Company, Limited

PAPER MAKERS AND MANUFACTURING STATIONERS

TORONTO

MONTREAL

VANCOUVER



BOOKSELLER & STATIONER



DEVOTED TO THE INTERESTS OF THE
BOOK, STATIONERY & KINDRED TRADES



Springtime Atmosphere

APRIL and May are important months and every store should now be in ship shape for spring trade. Even some stores that are aggressive in other respects are sometimes lax in this particular. If nothing special has been done to give the store an aspect of spring, it is not yet too late. Don't be afraid to spend a few dollars to freshen things up and remind your customers that spring is here. The money spent will come back with interest in the shape of increased business.

The spring season is usually short, but the length of it, and the amount of your business and consequent profits largely depend on your preparations. Bright and attractive merchandise should be displayed in your windows and on your counters. Don't be afraid to purchase a few novelties; the effect they will produce upon the minds of your customers is worth the outlay, even if there is a little risk in getting rid of all of them at a profit. Keep the store *alive*.



Means Much to the Retailer

EIGHTY million dollars is the approximate amount of war orders secured recently by Canadian firms from the Russian military authorities. These orders are for shrapnel shell principally and they mean that a large number of men will be kept busy for a long time. While we all regret that conditions in Europe have made it necessary for factories in any country to turn out such vast amounts of death destroying missiles, yet these conditions have to be met and we are glad that Canada is getting a share in the manufacture of the weapons with which to meet them.

This big contract has been sublet so that factories in various parts of the country are engaged in the work, all of which will mean much to the retail trade. It should help greatly in keeping business as usual.

It has been stated that already 100,000 shrapnel shells have been manufactured by Canadian firms and have gone to Europe and that the orders from Britain alone have totalled somewhere in the neighborhood of \$60,000,000. The whole thing has meant an increase in the size and staffs of plants that before the war were closed or practically closed down from lack of business.

With the majority of our other factories operating and with the farmers getting big prices for their

grain and a vast harvest assured them this year, we in Canada have every reason to be elated. Spring is with us once again and all the advantages that it brings with it are due, including the reopening of navigation, a revival in building and the commencement of the spring work on the farm. Business is GOOD and will be BETTER.



World Wheat Supplies

SOME figures in connection with the visible supplies of wheat in the different countries of the world are worth noting. The European visible supply of good stuff is practically 90,000,000 bushels, that is 6,000,000 bushels in excess of the same time last year.

On the other hand our own visible supply in Canada is over 10,000,000 bushels below what it was a year ago and that of the United States is about 10,000,000 below March last year. A reliable authority estimates that at the present time no less than two billion bushels of wheat are tied up. This enormous sum represents 50% of the world's production of wheat. Even supposing that next year the warring nations of Europe produce a crop half as good as last year there will still be a deficit of one billion of wheat. Canada as a great wheat producing country thus has her chance. We need "production more than usual" in wheat almost above everything else. Canadians might very well see the handwriting on the wall and do as much as they possibly can to increase the production of wheat. When the war is over we have got to begin to think about feeding the people that are now starving to death.



A Much Abused Word

SERVICE, like charity, is a word that is glibly used to cover a multitude of sins. It is the most abused and the most elastic word in the vocabulary of commerce. The short-sighted merchant who slashes prices right and left with paranoic persistence in an effort to outstrip his competitor, does it in the name of service. Tax a retailer with spending money on unproductive premium schemes and he will invoke the talismanic word of service in justification.

Here is a definition of Service which comes perhaps as close to the mark as it is possible to get: To provide the public with what it wants at the most

reasonable price and with the minimum of bother to the public. The term "reasonable price" implies a figure assuring the retailer of a sufficient margin to enable him to supply his customers with a minimum of bother to them and still leave a fair profit for himself. A retailer who cuts prices consistently must either take it out in exorbitant profits on other lines or in inferior service. There is no other solution—short of bankruptcy.



Bookseller and Public

Booksellers would be well advised to select books for concentrated effort with definite classes from time to time and readers will soon show appreciation. Take for instance a book like the important new work by John Foster Fraser, entitled "The Conquering Jew." This will naturally appeal to Jewish people who are to be found in every community in Canada, but in view of the commercial significance of this book, it will have a wider appeal than among Jews alone. Definitely mapped out publicity will produce good results in pushing important volumes in this manner. Although perhaps in a more restricted sense, the same is true of "Modern Horse Management," by Reginald Timmis, who by the way is a member of the Royal Canadian Dragoons and who is now serving with the British Expeditionary Force in Flanders. He is the author of numerous articles on The Care of the Horse; Riding; Driving; Training; and Prevention of Cruelty. This book has an introduction by Major-General Lessard.

The same methods of bringing attention to new books will be appreciated by the public in the case of practical little volumes such as the "All About" series to which a new volume is to be added this year entitled "All About the Navy," by Commander Dorling, R.N., and so with books for children, such as a new book by Charles S. Bayne, entitled "My Best Book of Fairy Tales," a meritorious feature of which will be sixteen colored plates by Harry Rowntree.

It is too bad that book lovers in Canada do not place as much reliance in booksellers as authorities about books as is the case in England, where the bookseller has the credit of being a veritable storehouse of knowledge about publications of all classes, consequently being the man appealed to for information which naturally promotes book sales in the local bookstores.



Editorial Notes

THE MANUFACTURER should take into account the retailer's cost of doing business and help him to higher selling efficiency.

THIS IS AN AGE of specialization. The man who can do one thing superlatively well succeeds more surely and more quickly than the man who can do most things fairly well. The same rule applies to the management of a retail business.

MANY DEALERS who have a comparatively small turnover clear a larger margin of profit than others who sell a much larger amount in the course of a year. This is due to the fact that the one keeps profit in sight all the time and gets his margin on everything he sells, while the other frequently subordinates profit to turnover.

The Optimism of Advertising

A WORD that is frequently misused is "optimism." A man engaged in any business whatever who looks for success without exercising his faculties to achieve it, is not an optimist, but a fool. The true optimist is the man who hopefully faces conditions as they exist.

The following article from the New York *Outlook*, dealing with the inherent optimism of advertising is reproduced here because of its practical value for the business man:

"Two things make advertising almost a synonym for 'optimism.' One is that the advertiser who would be successful must be an optimist. The other is that when an advertiser loses his optimism he generally cancels his advertising.

"Business is rotten," exclaims the manufacturer, and forthwith orders all his advertising stopped, little realizing that his own action is one of the causes that makes business rotten.

Cancelling advertising is so easy that it is nearly always the first step toward retrenchment. The matter is seldom decided on its merits. It is impulse. Advertising must be an expense, the advertiser reasons. Therefore to cut it off effects a saving.

The stoppage of advertising during times of stress and change has two bad effects upon the business involved. It turns off immediately a method of securing new business and holding old business. In addition to that, it advertises the pessimistic views of the advertiser, and therefore spreads his own lack of faith in himself, his goods, his country, and the future to other business men who are, perhaps, also on the verge of doing the same thing.

Without in any way minimizing the crisis which the world now faces, without ignoring the fact that a long, expensive war in Europe will result in a great deterioration of values and a tremendous adjustment of commerce and finance when it is over, there is nevertheless sufficient ground for believing that this country is going on, that the manufacture and consumption of goods will continue, and that the manufacturers who are enterprising, alert and far-sighted enough to take advantage of existing and new markets and to push their business as they would in ordinary times, are going to benefit by their actions.

The point is that the war will either end everything in the world or it will not. If it does not, business, among other things, must go on. In our own country it must go on now. It cannot wait until the war is over.

In this country there are a hundred million of us who must live and who must buy all the things that make life possible, and somebody is going to supply these things.

There are very few articles that we cannot make or produce. We have now an opportunity to find out what we can do. All of these new resources will develop business and that activity which ultimately results in good times.

Every manufacturer who has been in the habit of advertising and who can get materials from which to manufacture his goods, ought to push on with his method of selling goods, advertising included, just as in normal times. If he is a real advertiser he will realize that at such a time his competitors will probably relax their efforts, and he therefore will make a corresponding advance in his."

Lead Pencil Selling Suggestions

Extracts From an Address Before the Philadelphia Stationers' Association by W. G. Stringer.

ON important underlying principle in the successful sale of any article is a comprehensive knowledge not only of its characteristics, but also of its manufacturing processes. Few stationers would care to burden themselves with a detailed knowledge of pencil manufacture, but all should have a fair working knowledge of the subject.

Pencil lead is made from two essential materials—graphite and clay. I do not, however, wish to give you the impression that these are the only materials which are used in the manufacture of pencil leads, nor do I wish to convey the thought that pencil leads can be successfully made from any kind of graphite, or any kind of clay, nor by every kind of manufacturing methods. And this leads me to the question of technique or skill in the lead pencil industry. The successful manufacture of a pencil lead depends upon, first, securing the right kinds of raw materials, subjected to careful laboratory tests, and, second, the proper blending and general manipulation of those raw materials. This, of course, is the pencil manufacturer's art. And to produce leads which combine the essential qualities properly balanced of smoothness in writing, blackness of marks, wearing quality, or durability, and toughness or tensile strengths is the work of a master.

The rubber in a pencil is derived from the milky sap of various tropical plants. It is obtained in India, Africa, Central America, Korea and Mexico.

The nickel tip is made from sheet brass, and is drawn through dies of different diameter, until the desired size is obtained. Then it is finally nicked or gold plated and the ferruling or ornamentation completed.

How to Increase Your Pencil Business.

I have been requested to give you some suggestions on how to increase your lead pencil business. It is patent that to a very large degree the same general principles obtain in selling lead pencils as would apply to most any other article of stationery, but I realize that what you want are ideas that might be more specifically applied to the lead pencil business, on the principle that a good idea put into effect by high class salesmen will improve his value, just as it would improve the value of a salesman who might be less gifted.

No stationery house can hope to get its maximum share of the lead pencil business without attaching to the subject the importance it deserves. Some

stationery houses doing a large total business do not get their proportionate share of this business. Their salesmen have not been alive to the possibilities of the lead pencil business. They have been inclined to look upon a pencil as a rather small thing, without due regard to the large, aggregate volume involved. For this reason sometimes comparatively small stationery houses, with selling staffs alive to the lead pencil subject, who make it their business to talk lead pencils regularly, do a great deal larger pencil business than much larger houses. This would seem to bear out the old saying that a salesman usually sells what he has on his mind.

We are inclined to think that this lack of interest in the matter of lead pencil sales on the part of some legitimate stationery houses has to some extent made possible the coming into existence of the large number of itinerant pencil sellers. The salesman of the full-fledged stationer has not made the subject of lead pencils of sufficient importance in the mind of a buyer with whom he might enjoy other very satisfactory relations, and, in many cases, the buyer has not hesitated to yield to the propositions of the itinerants mentioned, and it is a fact that when they get an opening wedge they frequently sell other things besides pencils.

In the second place, some stationers handicap themselves in the sale of lead pencils by not attaching sufficient importance to the matter of properly displaying them, especially when it is remembered that every customer that comes into your store, large or small, is a possible pencil buyer.

In the retail stationery business, as in all other lines, the importance of conspicuously and attractively arranged displays of all important items of merchandise is beyond any question, as evidenced by the success of the department store methods. To illustrate this point as applied to lead pencils: One of the leading stationers in a large Pennsylvania town, located on a prominent thoroughfare, some time ago concluded that he was not getting his share of the lead pencil business. He realized that every man, woman or child that came into his store was a possible customer on lead pencils, so he arranged an attractive lead pencil display conspicuously located in the very front of his store. The results opened his eyes, as immediately there was a tremendous increase in his lead pencil sales.

It should also be observed that this

nicely-arranged exhibit was augmented by the activities of a live-wire salesman in this particular store. He had himself well posted on lead pencils, and he took advantage of every graceful opportunity to bring the subject up with customers who came in the store to get other things, with no idea of buying lead pencils. You have probably all observed a well-trained haberdasher salesman operates along this line, and how successful he is with all of us in getting more of our money than we originally intended spending when we first went in the store.

I recall an experience that I had personally not long ago where I went into a men's furnishing store with the intention of buying neckties. The attention I received was so very poor that, in disgust, I walked out, and went into another store. In this case I came in contact with a wide-awake fellow, and, when I told him what I wanted to get, he immediately asked me what color clothes I usually wore. When I replied that I usually wore blue and grey, he stated, "All right, sir, I will try to give you something that will harmonize with those colors." After being satisfactorily served on neckties, I was asked whether I had seen their new line of shirts which they had advertised. As the result of this lead, I also bought shirts in addition to the neckties, whereas if this salesman had not been on the job I would have gone out of the store making a purchase one-third as large as I actually did make.

I see no reason why this principle cannot be applied in the stationery business, and it is also undoubtedly a fact that a great many single pencil buyers can be converted into one-dozen buyers, and that a great many one or two-dozen buyers can be converted into half-gross or gross buyers when the difference in the prices is explained. Uniform courtesy and alertness are, of course, at all times essential, as sometimes even the unpretentious looking man in your store might possibly be a very large buyer of your goods. In fact, if a salesman is alert, by clever handling he will establish a lead for either himself or an outside salesman that will finally be of great advantage, on the principle that painstaking attention and service create appreciation and a real desire to buy.



"Red Fleece," by W. L. Comfort, is a story of the Russian advance in the present war.

A Post Card Day

Novel Advertising Idea Being Planned by the Industrial Commissioner of Victoria, B.C.

THE industrial commissioner of Victoria, B.C., is developing a scheme to advertise Victoria and Vancouver Island by means of a "Post Card Day."

Details are now being arranged by the Victoria and Island Development Association, and it is expected that this will prove the most efficient scheme yet devised for the advertising of the city. The date has not been settled upon, but the officials hope to set aside a day towards the end of the present month. The scheme is a singular and interesting one, and Herbert Cuthbert, the industrial commissioner, believes that if the public takes hold of the movement it will do a great deal to advertise Victoria and be a means to attract many tourists to the island during the coming summer.

The plan is to have every person in Victoria send at least one post card on the day selected to friends in different parts of the world, telling them of the advantages of this city as a place of residence, and advising them to plan a visit to Vancouver Island. The association expects that many people will send more than one souvenir post card, and hopes that a grand total of 100,000 cards will be slipped into the mail boxes during the day.

Mr. Cuthbert will interview the proprietors of all the stores which handle post cards and request them to put in special stocks of views of this city on "Post Card Day." He also expects to have the windows of such stores placarded. Arrangements are also being made for the printing of several thousand specially designed folders, which will be sent out.

This gives a cue to stationers in other cities who should get busy with the local Board of Trade or municipal council to have a similar course adopted in their respective towns.

Of late one of the prominent American magazines has been running a remarkably fine series of covers with head designs, the work of noted artists. The Robert Duncan's Company of Hamilton, with commendable enterprise, made arrangements with the publishers whereby they were able to handle reproductions of these pictures which had been advertised in the magazine to be sold at 25c each. It will pay the bookseller to be ever on



KEY TO THE WAR PICTURES.

In the group of pictures on this page the two at the top are reproductions of striking war postcards in the line of Birn Bros. The "Are We Downhearted" and "Outwhiskered" cards are shown by Valentines. The card showing the wounded soldier and that of the Czar's eldest daughter inspecting her regiment, are Sutcliffe postcards, while the menu card in the centre of the group is from the line of Verdier, Limited, this having been cut so as to show simply the design.

the qui vive for opportunities of this sort. The wide publicity given this proposition by the magazine itself naturally made it all the easier to sell the pictures in the bookstore. If a store has a picture framing department, another avenue for additional profit is opened up and it is the merchant who picks up new selling ideas from day to day, who is going to have a chance in the race for holding his own in sales this year, in the face of the tendency of people generally to "do without" articles which they would buy in piping good times. Merchants must recognize that in times like these they must work their hardest, exhibiting all possible ingenuity in order to promote business. Increases will fall to the lot

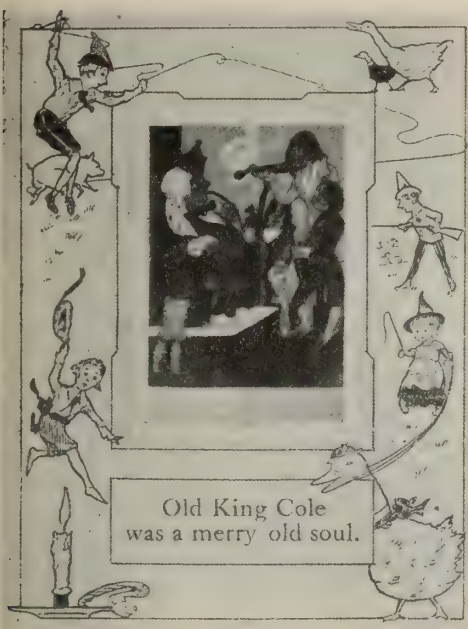
of only those who are really worthy of the name of merchants.

Considering again, the question of picture framing, if it is not deemed advisable to instal such a department, the bookseller should at least make some special arrangement with some other picture framer, so as to be able to advantageously follow up this business. Pictures are always in demand. They are easy to sell and people prefer them framed in the most cases. Go after the picture trade with the utmost vigor and do not stop at that, when you cannot but feel certain that the majority of purchasers of pictures will subsequently have them framed—you should get those picture-frame orders.

Special Interest Pictures

As With Books, the War Has Inspired Many New Pictures—Interest in Sports Also the Motif of Numerous Art Productions.

PEOPLE are attracted to the bookstore by reason of the fact that that is where pictures abound almost as much as because it is the headquarters for books. Consequently pic-



of war and consequently this picture may be depended upon to gain wide popularity in Canada as it now has in England.

Other war pictures having military interest include "The Highlander's Farewell," by A. S. Hartrick, A.W.R.S., and such pictures as "The Defence of Liege," by W. P. Wollen, R.I., and "The Charge of the Scots Greys and Black Watch at St. Quentin," by J. R. Skelton.

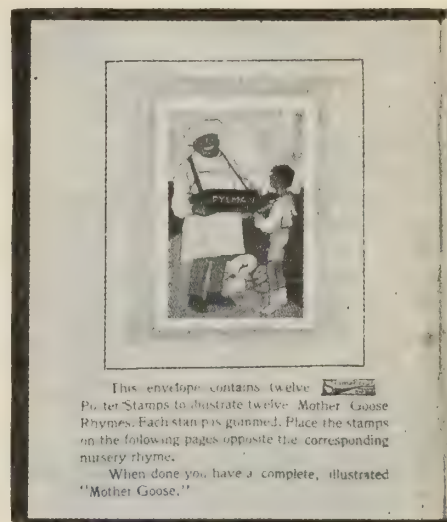
Bookseller and Stationer is in receipt, from the Albertype Company of Brooklyn, of two remarkably fine pictures reproduced in color—one of the 21st Battalion of the Second Canadian Overseas Expeditionary Force and the other

have enlisted to fight for the Empire. One of these depicts in a most pleasing and effective manner the flags of Britain, France, Belgium and Russia. Another introduces with these the flags of the different British Dominions, and still another flaunts the Union Jack and the naval ensign.

• • •

Stamp-Kraft Books.

Several specimens of a series of "Stamp-Kraft" books have been received by Bookseller and Stationer from the United Art Publishing Co., of New York, and the illustration presented here of a page with a picture stamp in its place, will give an idea of this new method of popularizing picture stamps.



tures are good seconds to books in point of the importance attached to them by people of culture and as in the case of books, the war has brought out many creditable new pictures. Among those of which examples have come to the pub-

lishers of this paper, especially interesting ones are Septimus E. Scott's "The Girl I left Behind Me." The girl depicted on the railway station platform as the train bearing the soldiers pulls out, is no mythical figure in these days

of the Second Contingent Overseas Battery of Kingston. These pictures are published by the the College Book Store of Kingston. They are 16 in. x 24 in. in size and are eminently suitable for framing.

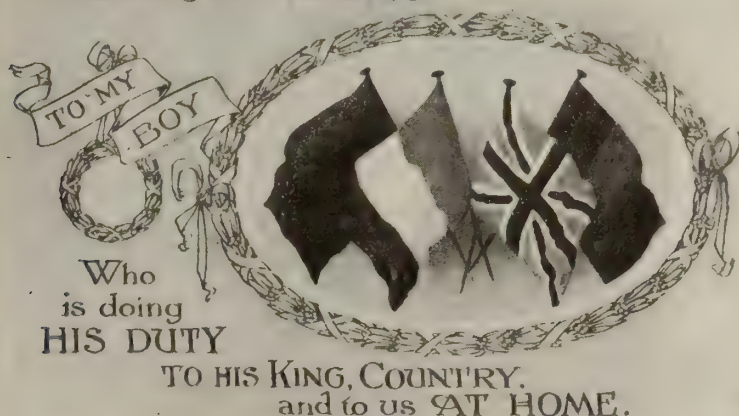
The books are packed 100 in a box, in which all signs and literature are placed. In each envelope is packed a "booster" card reading, "Why don't you start a Poster Stamp collection?"

• • •

Thomas Menzies, of Menzies & Co., just back from the West, in conversation with Bookseller and Stationer, said that their line did not seem to have been affected by the great war. For instance, in their display of Christmas lines the Savory people gave ample evidence of being a self-contained establishment, the range of Christmas cards and allied lines appearing to be greater than ever, with prices starting at 2d., whereas in former years cards ranged from 6d.

Small neat die-stamped designs with engraved inserts are the feature this year and they have included a range of cards of various sizes and prices of exquisite workmanship called the Anglo-Saxon series, containing beautiful examples of what have always been looked upon as belonging exclusively to the Vienna studios. Savory's cards in this style are not an imitation, but, on the contrary, it is asserted that they are in every particular superior to anything of this kind that previously came out of Austria, with prices lower. The auto-

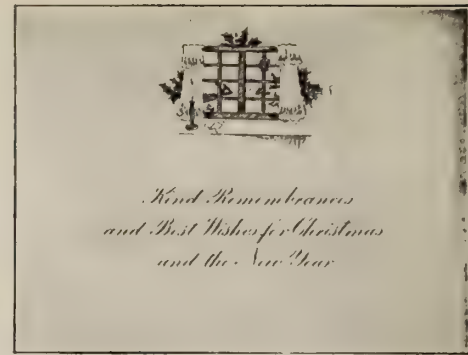
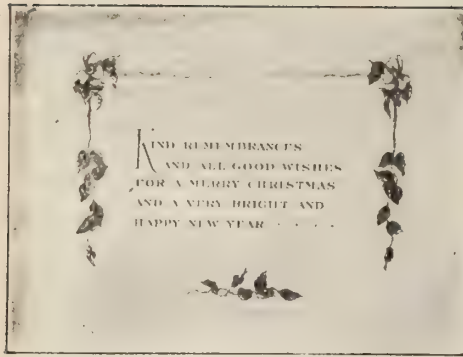
A Greeting from TORONTO.



New Patriotic Postcards.

In a new series known as Pro Patria postcards added to Birn Bros.' line includes several flag designs, introducing the flags of the allies and patriotic sentiments of appreciation of the men who

lishers of this paper, especially interesting ones are Septimus E. Scott's "The Girl I left Behind Me." The girl depicted on the railway station platform as the train bearing the soldiers pulls out, is no mythical figure in these days



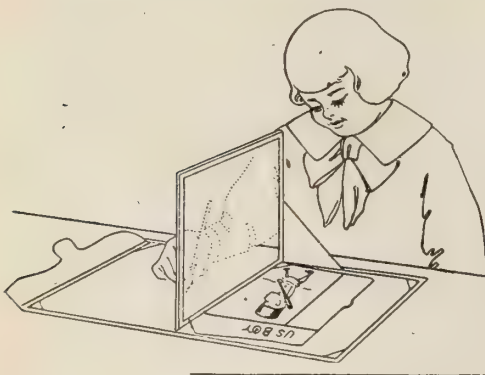
graph stationery is as usual in great variety, one book alone being devoted to plain style engraved hand-made paper with envelopes to match.

The Canadian Series is what the cub reporter would call the "piece de resistance" of the line and should be the popular hit of the whole range.

From the variety of local views shown the line has been pretty well represented in all parts of Canada in previous years, and should get a hearty welcome again this year. This line is shown in booklets, stationery and calendars. The "Diamond Series" is contained in six books instead of the usual three, showing that the manufacturers in London are determined to get after the low-priced and medium Christmas card trade—and keep it rather than ever let the Germans have a look-in again. Altogether the Menzies line seems to have retained its "punch."

• • •

A Chicago firm has just put out an attractive line of art coloring sets which will be known as "Home Occupation," and they consist of a number of black and white pictures for hand coloring.



paint brush and a set of water colors. Some of the sets, in addition to the water colors, are equipped with various shades of cards for making fancy designs to be filled in by handy little youngsters. Sachet, needlework, doll and soldier sets are among those now numbered. A window and counter display of these novelties should create considerable interest.

Through the courtesy of Des Arts Studios the illustrations appearing at top of this page are shown, these being good examples of new designs in their productions, although naturally allowance must be made for the difference in the impression made when the cards themselves are seen in their artistic colors and tints, together with the grade of stock used.

Retailers would be well advised to at all times pay careful attention to all cards ordered no matter where they buy them. It is not necessary to waste a lot of time, the faculty of quickly appreciating the selling qualities and the value of any card should be cultivated. That will mean better buying and consequently better selling.

Illustrations presented each month in this department of Bookseller and Stationer, serve to emphasize this distinctive individuality in cards which are too frequently dealt with by retailers as if they were so many thumb tacks or tooth picks.

Some decidedly novel ideas in autograph albums are included in this year's line of Dow & Lester, London, England. One of these is entitled "The Ghosts of My Friends"; the name is signed

along the fold in the page with a full pen of ink, and then while wet the page is doubled, so making the "ghost." In "Revelations of My Friends" particulars are filled in without seeing the context. Then the page is to be torn off and the history of the writer read. One entitled "The People I Meet" is for keeping not only the autograph, but the circumstances under which you meet people. This was produced to appeal especially to those who travel. Still another of these novel autograph books is one providing for "Nicknames of My Friends." The firm's illustrated list features postcard albums very strongly.

The illustration presented herewith of the "Sinking of the Bluecher" is presented through the courtesy of the publishers, the Photochrom Co., Limited, of London, England. Featuring pictures of this variety is one way of cashing in on interest created by the war.



Some merchants say they can't afford to do business on a "Money-back-if-you-want-it" basis. Really—they can't afford not to.



This Remarkable Picture of the Actual Capsizing of the 15,800-ton German Armoured Cruiser is Reproduced Through the Courtesy of the Photochrom Company.

Across Canada Trade News

About Men and Affairs

G. K. Johnson, whose half-tone likeness appears on this page, is a newcomer to Canada, having become manager of the Canadian branch of the Caribonum



G. K. Johnson.

Company, Limited, whose works are at Leyton, London, N.E. Mr. Johnson was with the company in London before coming to Canada and has been identified with the book and stationery trades since entering business.

The Caribonum Company have had good success since opening in Canada and this has been further enhanced since last midsummer by reason of the fact that the company is thoroughly British as respects the labor employed in the production of the goods and the capital invested in the concern.

A. R. Lawrie, representing William Collins, Limited, the wholesale stationers and publishers of Glasgow, was in Toronto in March, following his trip through the Canadian West, in which he obtained nice business, although in some cases the buying was considerably lighter than usual, owing to the stress of the times. Mr. Lawrie, in a conversation with Bookseller and Stationer, said he had particularly good orders from concerns in Winnipeg, Toronto, London, Hamilton, and he still had to visit other of the larger centres in the East.

Among the trade visitors in Toronto in March was A. Bassage, representing

Ormiston & Glass, Limited, London, England, who are prominent in the leather goods trade as well as in the manufacture of ball-pointed pens, fountain pens and vulcanite penholders.

Mr. Bassage, in an interesting talk with Bookseller and Stationer, said his firm was one that had benefited greatly by the shutting off of German imports. In leather goods, the latter half of 1914 had brought them orders in such volume that it had proved a record year for them and the same was proving true of the present year.

The Windsor Book and Stationery Store, 161 Peel street, Montreal, opened business early in March.

Walter Williams & Co., 489 St. Paul street, Montreal, have been appointed agents for Eastern Canada for the Franklin Mfg. Co. of Baltimore and New York, and J. L. Steifel & Sons, Wheeling, W. Va.

T. D. Dadford, representing the British Indoor Games Company, intends to visit the larger cities of Eastern Canada as well as large American centres in May, June and July.

T. A. Rawcliffe, 112 Bleury St., news agent and bookseller, moves to 137 Bleury St. on May 1.

Aubrey O. Hurst, of Toronto, representing Goodall's, was in Montreal early in March advocating the merits of Goodall's cards.

The Monarch Paper Company have just moved to the building at 419 King Street West, just east of Spadina Ave., Toronto, where they occupy the whole of the second floor. This concern has just begun the manufacture of adding machine rolls, an addition to "Made-in-Canada" goods.

Fire in a London Bookstore.

London, Ont., Mar. 31.—Fire of unknown origin, breaking out in the bookstore conducted by John Mills, at 434 Richmond street, shortly before 1 o'clock this morning, badly gutted the two upper floors and caused a stock valued at \$10,000 on the ground floor to be badly damaged by a deluge of water.

A Correction.

In our January issue, on page 28, referring to the sale of the Princess Mary Book, it was stated that many retailers curtailed their orders because certain

department stores featured it. This was not intended to convey the impression that the department store which controlled the sale of this book did not supply retailers with as many copies as were required, which impression seems to have been erroneously formed.



TRADE CHANGES.

F. G. Thompson, who for many years has been connected with the Copp, Clark Co., has joined the travelling staff of S. B. Gundy, of the Oxford University Press.

Mr. Thompson formerly sold stationery as well as books, but latterly has been devoting his attention to the selling of books alone and is well and favorably known with the book trade of Canada.

E. S. Fowkes, who for the past five years has travelled the larger cities in Canada from Halifax to Victoria for the Macmillan Company, and for nearly ten years previous was the Belfast and Ulster representative for Blackie & Son, will have charge of the sales for the Copp, Clark Co., in Montreal, Ottawa, as well as the smaller centres of central and Eastern Canada.



E. S. Fowkes.

S. T. Pike has come to Toronto from New York and is now on the road in the country representing the Macmillan Company of Canada.

BOOKSELLER & STATIONER is ready to give you additional information by return mail about any book or author mentioned in these columns. Keep posted. Address: The Service Department,

Bookseller & Stationer,

143-153 University Ave., Toronto, Can.

State of the Trade in Montreal

Encouraging Demand for the Season's New Novels—Books on Gardening Now Being Featured.

MONTREAL, April 3.—The visit of Dr. Sarolea, the Belgian writer, to this country has given a new impetus to his books, "How Belgium Saved Europe," and "The Anglo-German Problem." As he is still on this side of the Atlantic, and is likely to be heard in a number of other Canadian cities, there should be a still greater demand for his writings.

Other war books are a little quiet, but there is still a fair sale of books on the philosophical side of the question—books on Nietzsche and Treitschke, and the many phases of the question treated by authorities in the Oxford pamphlets. Also there is a good sale for books which are records of the war, such as "Fighting in Flanders" by Powell, and "With the Allies," by Richard Harding Davis.

The supply and demand for new fiction during the past month has been larger and very encouraging. Among the new arrivals which are in good demand are "The Man of Iron," by Richard Dehan; "Turmoil," by Booth Tarkington, and "The Harbor," by Poole. The last named are considered to be two of the strongest books from the American side of the border for years. Then there is a new book by H. G. Wells, called "Bealby," written in his lighter style, which is exceptionally good.

Montreal stores are preparing for spring, filling up their stocks of books on nature and gardening, the demand for which is just beginning. The hope of the book trade is in dealers not being too pessimistic, but endeavoring to anticipate the wants of the people. What about the automobile season which is coming on? The people will want text books on this subject the same as ever. The remark is often heard in book stores, "But, of course, you are not buying any new stock just now." It is a foolish remark when it concerns the bookseller. Such a course might perhaps be followed by the shoe merchant or a dealer in dry goods, but the bookseller might as well close up his store as stop buying books.

Before very long, supplies of summer reading will be coming in, and this year the stores which did not specialize in cheap reading before, will be compelled to do so this summer, as this is the day of the small book which will fit the pocket. Sales of Easter cards and novel-

ties up to the end of March were very disappointing, and only on the near approach of Easter did this business waken up. Just as at Christmas, when an unprecedented rush took place on the last two days, the biggest demand for Easter goods was expected at the last minute.

St. Patrick's Day novelties did not have the sale of previous years, and most dealers confined their purchases to a few nice greetings.

Papeteries continue slow, especially high-priced goods. Stores which find lines in stock now which were there before the war, are putting the knife into them.



Stationers Will Organize

Chief Object in View is the Elimination of Unnatural Competition—Similar Plans Work Well in Great Britain and the United States.

MONTREAL, March 31.—Montreal is shortly to have an association of stationers. A movement is on foot now, and in a month or two it is expected that such an organization will be in operation, having for its object the elimination of unnatural competition. There have been similar bodies in the United States for years, also in Great Britain, but the only attempt made in this direction within the Dominion has been at Winnipeg, where a list of prices is issued ever so often, to which the members in the Western metropolis bind themselves.

The day is approaching when a similar price-list will be followed by stationers in all large Canadian cities, especially in view of the increased costs of imported goods since the budget came down. Customers have now got into the way of entering a store, asking a price on a certain line, and stating that they can buy the same thing at another store considerably lower. The stationer believes him, and supplies the goods at the lower figure, whereas, in many cases, a lower figure had never been quoted. It is to protect the stationer against practices such as these that the association is being formed.

In the United States, a catalogue commission, formed from members of the National Association, issues a price list, which is kept up to date as the prices on various lines change. This contains the cost figures of a large number of staple lines, and the minimum price of each and per dozen. While members are not allowed to sell below this figure, they are at liberty to sell above it. In

the States, where they have the Sherman anti-trust law, such a practice is lawful, and would be equally lawful in this country.

One of the greatest problems encountered, by small stationers especially, is in working out their selling price. Travelers for jobbers state that they are continually being asked, "What price should I get for this?" Dealers are prone to forget that apart from the cost of goods delivered at their doors, there is the further cost of overhead expense to be added, before adding profit. It is the small store, which is making a profit which is going under to-day, and an association such as is now being organized would save them.

It amounts to nothing more nor less than a gentleman's agreement, and it is hoped to arrange matters so that the expense of running such an association will be cut down to a minimum. The by-laws will be few and concise. Some of the associations in the United States do not even go to the trouble of having them printed.



To Help Pen Sales.

Some time ago a fountain pen manufacturing concern offered its customers prizes for the best plans to increase retailers' sales. In addition to the prize-winning plans (which were printed and distributed free of charge to over 14,000 retailers), many other good ideas were submitted.

Below is one which was sent in by Simpson & Cline, Arcanum, Ohio: "We worked a very good stunt a little while ago. We offered the boy or girl bringing to these stores the largest number of magazine advertisements advertising self-filling fountain pens cut from magazines, newspapers, etc., before a certain date, a \$3.50 pen. To the one bringing the next largest number of ads a \$2.50 pen was offered. All ads count whether they are alike or not. A contest like this means that the boys and girls as well as the grown-ups will comb the town telling everybody who is running the contest and what they are working for, and ask other people to look up all their old magazines and give them the ads and help them earn the pen."

Try this and you will be surprised at the good results, for it not only advertises the pens, but your store as well.



It is easier to sell a couple of hundred books if you display them in window and shop than a dozen lying hidden away in some dusty niche.

Use the circulars that are furnished to the trade free with their own imprint, and the window cards that different publishing houses will gladly supply to you.

HOW OTHER STATIONERS DO THINGS

SPECIALIZED effort has frequently been advocated by Bookseller and Stationer as a means of practical business building, and as evidence of the efficiency of the plan, a few of the experiences of J. C. Jaimet, a progressive bookseller and stationer of Berlin, Ont., may be mentioned here as being worthy of emulation on the part of other merchants.

Mr. Jaimet has one "side line" which promises to prove another case of the "tail wagging the dog." It is the camera department. Even in these months, when the photo supply trade is at its lowest ebb, the sales have amounted to over a hundred dollars a month, and when the big months of the spring and summer are included the average per month for the year reaches well over \$200 per month, thus constituting a most creditable annual turnover; so much so, in fact, that one wonders why certain booksellers and stationers still hesitate to add this branch to their business.

Influence of the Movies.

The influence of the movies as sales developers for books has not escaped the vigilant eye of Mr. Jaimet, and as an evidence of the success he has had, it may be mentioned that it is becoming a practice with him to order certain titles in one hundred lots. This is what he did with "The Trey of Hearts," "Damon and Pythias," and "The Million Dollar Mystery," while many others have been sold readily, although not touching the century mark.

Rubber Stamps.

Next let us take up this merchant's experience with what is too frequently considered an insignificant branch of the business—rubber stamps. Mr. Jaimet showed Bookseller and Stationer invoices showing that his account with his supply house had been averaging about \$30 a month, which means a tidy little profit from month to month.

Golf.

In sporting goods, this store's business has been particularly good, and this season it is being extended to include golf supplies. In this connection it is interesting to reprint the following from the magazine "Golf," as showing the considerable proportions of the business done in supplying the requirements of golf clubs:—

We noticed recently the statement that golf costs Americans \$50,000,000 annually, an expenditure that represents five per cent. interest upon a billion dollars. It seems quite impossible that so much money could be expended upon one game alone. Yet, figuring conservatively, this estimate comes very near being right. It does not refer, of course, to what has already been expended in the purchase of land, the construction of courses and club-houses, which represents a probable investment to date of over \$100,000,000.

If we say that there are 2,000 golf clubs in the United States having an average playing membership of 200, which gives a total of 400,000 golfers, and allow an average of \$20 a day to each club in caddie fees, an expenditure of \$20 by each player a year upon clubs and balls; club dues averaging \$35, and labor \$3,000 per club, we arrive at a total of \$42,600,000. If there is added to this the purchase of seed, fertilizers and implements and other odds and ends, the total will come very near to \$50,000,000.



J. C. JAIMET,
Bookseller and Stationer of Berlin, Ontario.

Additional evidence might be submitted of this Berlin dealer's success in intensive merchandising. Mention was made in a previous issue of his extraordinary success in selling pennants, the demand for which, however, he said, had not been keeping up in proportion with the big business done in this line a year ago.

Tell of Your Success.

Bookseller and Stationer heartily invites other merchants and their assistants to send in particulars regarding similar successful selling efforts, for publication in this department. This interchange of ideas proves most beneficial in the practical help to dealers generally.

It is the particularly successful methods that should be set forth, because the more valuable the suggestions given, the more likely will they be to inspire co-operation, thus bringing out other good ideas from unexpected sources.



Is Your Store in This Shape?

"I have been in business eight years. Formerly I made some money, but the past few years show that while the volume of trade was larger, yet the net results indicate that the business is no longer profitable. Can you give me any definite ideas and plans for betterment?"—From a letter received by a merchandising expert.

During the early part of November, the expert who received this letter called upon this firm and found the following facts: The store was situated in a city of 30,000 people. A large proportion of the people were workmen employed in mills and factories. The store itself was a modern department store employing twenty-five clerks. The stock inventoried \$40,000; fixtures, \$4,000; accounts receivable, \$3,750. The investment was \$30,000; insurance \$35,000.

The expense budget showed rent, \$3,000 (3 per cent.); advertising, \$2,000 (2 per cent.); taxes and insurance, \$1,000 (1 per cent.); light and heat, \$1,500 (1½ per cent.); office expense \$1,500 (1½ per cent.); delivery, \$1,000 (1 per cent.); elevator and porter service, \$2,000 (2 per cent.); the proprietor's personal expenses were \$2,200 (2½ per cent.); interest on investment, \$1,800 (1½ per cent.); clerk hire, \$8,000 (8 per cent.). This latter charge seemed excessive, so the expert immediately placed the clerks on a salary, based upon their individual sales of the previous years, plus 5 per cent. commission on the increased sales. The business immediately showed improvement.—System Magazine.



When a customer doubts your word, make up your mind there is something radically wrong with your appearance or with your talk.

**BIG
BARGAINS
\$
DAY
—AT—
BAILLIE'S
BOOK
STORE**

Norfolk St. Simpson

COMPANY.

COMPANY.

BOOKSELLER AND STATIONER

must have the good will of the retailer, as well as his co-operation in pushing the goods. This can best be accomplished by liberal and persistent advertising

an unwary storekeeper. His lack of systematic attention to the details of the day's transactions, coupled with lack of knowledge as to the condition of his

are profitable. If he is holding them too long, they are tying up his capital unduly. They should be pushed with energy, and gotten rid of quickly at a re-

Here is the advertisement of a bookseller and stationer who believes in newspaper advertising and uses it by the full page. His salesmen then follow it up by personal calls. This advertisement is reproduced because it contains a number of seasonable suggestions that can be readily embodied in a smaller space if desired.

THE LONDON ADVERTISER FRIDAY, FEBRUARY 12, 1915.

FIVE

MADE-IN-CANADA Stationery and Office Supplies

VISIT US SATURDAY

and see a Stationery and Office Supply Store that uses MADE-IN-CANADA GOODS in every line possible. All goods advertised are made in Canada, and we invite comparison of them with anything similar made anywhere in the world.

SPECIALS FOR SATURDAY

INITIAL NOTE PAPER AND CORRESPONDENCE CARDS.
300 boxes. Regular 25c. Saturday, 19c each.

MODERN CLUTCH PENCILS.
The best automatic pencil made, with clip-cap. Regular 25c. for 15c.

PATRIOTIC NOTE PAPER.
In pads, at 10c, 15c, 25c, 35c, and Correspondence Cards, 25c box with different styles of flags embossed.

MOJAK BOX LETTER OR INVOICE FILE.

Made of wood. The handiest file for office or home, 25c each.

LENNOX LAWN PAPERIES.
A fine box of paper and envelopes, linen finish. Regular 25c. 7 for 25c.

COPPERPLATE VISITING CARDS.
A script plate with your name and 100 cards on best stock. Regular \$2.00, for \$1.25.

With your name, address and day and 100 cards, guaranteed the very best. Regular \$2.50, for \$1.75.

"Made In Canada—Bought In London"
—Is Our Motto!

A Dollar Spent in Made-in-Canada Goods in London Keeps the Wheels Turning

RED-E-FOLD NOTEPAPER TABLET

Red-E-Fold—The greatest invention in pads since the use of note paper in pad form came into use. All objection to channelling and raw edges, so much urged by ladies against the use of pads, entirely eliminated. It is a ready-folded sheet of note paper of which three sides can be used, four if desired. Made in two sizes and two qualities and "Made in Canada."

COPP'S IRISH LINEN PADS

A high-grade, light weight, businessman's Pad, of real merit; ruled or plain. Two sizes—10c, 25c.

Swansdown Linen

A fine medium grade, thin linen, very white, and very easy to write on. Made in three sizes, Pads, Note, Letter and Salisbury size, at 10c, 20c and 25c. In pound packages (100 sheets), 25c. Envelopes to match, 10c package, 3 for 25c.

SCOTCH PLAID

A dainty fancy linen paper, something different, and a new shape, 20c quire, or 100 sheets for 25c. Envelopes, 25c package, in three sizes, Pads, 10c and 20c. CODE WILL FORMS. The correct will form, and complete instructions how to make your own will correct. Price, 25c.

London Vellum

An extra superfine kid finish paper, as good as manufactured by best American mills. Clear, clean, white, and beautiful writing surface. A paper you are bound to send to your correspondents. 20c quire, or pound (100 sheets), for 30c. Envelopes 2 packages for 25c.

FLAGS—British and Canadian:
All sizes. Lithographed on best of cotton. Little ones at 1c each, to largest sizes at 30c each. All made in Canada. Special prices on quantity for big decorations.

Canadian Almanac, 1915
The one book that contains all the information regarding anything in Canadian statistics. Cloth bound, \$1.00.

VALENTINES From the Little Hearts to the Daintiest Hand-Painted Ones. New Catchy Words. Valentine Decorations and Party Supplies.

Trade **BADGER** Mark —A Good Sign of a Good Line—

These loose leaf devices cover every loose leaf requirement, from the Best Ledger to the cheapest Memo Book. Every item has been tested. Each is the best, considering quality and price, and we offer each with the manufacturer's guarantee.

BADGER LEDGERS



From the Kee-Lox, bound in Corduroy and Russia. Size 7 1/2 x 10 1/2, with sheets and index at \$12.50, to the little Badger, at \$2.00 complete. Each is the best in its class. All rulings. All sizes. A ledger for every business. Special ledger sheets to order.

Badger Sectional Post-End Lock Binder.



The best binder for all general purposes. Rubber tops turn down at a turn of the wrist. Also sectional Top Locks, Binders, Sectional Locks, and Solid Post Binders. All sizes and specials.

"BADGERIZE YOUR OFFICE"

VISIT US SATURDAY

Badger Loose-Leaf Snapshot Album

All sizes. Cloth and leather bound. Expand to any thickness.

Badger Memorandum and Price Books

Ring and Post Bindings. All sizes, all rulings, the finest Note Books, the best Order Book, the Real Ring Book of them all. Bound in real cowhide and red water grain leather.

Sheet Holders

Aluminum, "Right Kind." Also canvas. The best spring, the strongest binding, the right price.

LOOSE-LEAF CATALOGUE BINDING A SPECIALTY

MADE IN CANADA



MADE IN CANADA

Inter-Inter Filing Cabinets

Inter-Inter Desks



WILL MY OFFICE IN A STATE OF EFFICIENCY IMPOSSIBLE WITH THE OLD STYLE EQUIPMENT.



BE SURE AND SEE "MACEY" LINE BEFORE FITTING OUT YOUR OFFICE.



It makes no difference whether your office is large or small, we have the appliances to exactly meet your requirements, and do it in a manner that saves you time and work, besides giving that up-to-date appearance so desirable in a business office.

Special devices, suitable for physicians, dentists, insurance men, etc. We are sole agents in London for the Macey Line. Phone us and we will have a salesman call on you.

HAY'S STATIONERY 173 DUNDAS STREET Opposite Dowler's Phone 150

Reproduction of a Full Page advertisement of Hay's, London, featuring Made-in-Canada goods.

in the trade paper that goes to the retailers who buy the merchandise.

KNOW YOUR BUSINESS.

Ignorance of his own business undoubtedly is the snare which traps many

stock, causes him to buy foolishly, and sell without wisdom. If he does not know how much he has, he cannot know what to purchase, and if he does not know how fast certain lines are going he cannot determine whether or not they

duction if they will not go satisfactorily.

Spending a large sum of money in advertising will not make advertising profitable unless a large amount of brains is used in directing the expenditure.

FIVE TO TWENTY-FIVE CENT BUSINESS

Variety Trade News

TO attain success in conducting a five and ten-cent business, according to one man who has been successful in this branch of merchandising, the investment should be restricted to goods which are sure to find ready sale, keeping in stock widely advertised lines, and the basis of the investment should be the turning of the stock at least eight times a year, keeping the average gross profit up to 33 1-3 per cent. and the selling expenses down to 20 per cent. Then with proper control of the business as regards loss and leakage, a net profit of 1 per cent. on sales every time the stock is turned will be realized. This has been done, and many five-ten-fifteen cent stores are doing it to-day.

The same policy should be carried out in a five to twenty-cent department in a book, stationery and variety store.

"In making my purchases," said the man to whom reference has been made, in the course of an account of his experiences as given in 'The 5c and 10c Magazine,' "I bought small quantities, even though by so doing I paid the 'long' price, and I want to say now that in opening a new store every man should follow the same course. The big syndicate man gets stuck as well as the small independent. Therefore, buy small and repeat quick. After you have got going and have determined how your goods will sell, then order heavier, but by buying small you reduce your losses on slow-selling, if not impossible, merchandise."

I want to give here an illustration of how I bought my merchandise. Take for instance a standard item, such as men's linen handkerchiefs. I was offered these at 75, 77½, 80 and 82½ cents. I bought the 80-cent one, and in my years of experience I have invariably found that while you make the greater profit on a lower-priced item, yet you make the most money by paying a little higher and selling a greater volume. It is a serious mistake for any merchant to buy the cheapest quality. What he should strive for is to give the best quality at the cheapest price. Another thing, do not buy too great a variety; stick to staples. On my opening day I had sixteen kinds of 5-cent soap. To-day I would only handle four.

Then on the question of credit, this merchant gives some good sound advice, describing credit as not so much a ques-

tion of bank standing or bank deposit as one of character, good sound business judgment.

"Your credit with your wholesaler he can determine by Bradstreet's or by the promptness with which you pay your bills, but your credit with the bank is determined more on your character and business showing than by any other feature."

"I explained to the big jobber that I went to my whole plan, told him my location, length of my lease and everything, and the result was that I got \$4,000 worth of merchandise, paid \$3,000 cash, and got 30 days on the other \$1,000. To-day I could go to the same house and get \$25,000 credit. But that is another story."

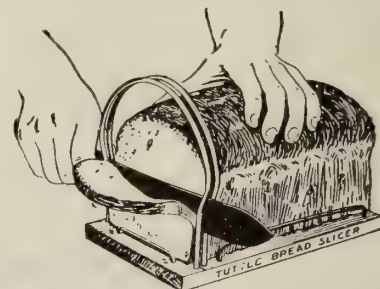
THE VALUE OF A "WANT BOOK."

If there is one department more than another where there is a necessity for keeping a "want book" that department is certainly that of notions and small wares. No notion business can be conducted to the best advantage unless some such system is in operation.

In some stores the "want book" is hung conspicuously on the fixture at the back of the department, in others a sys-

tem of cards is used, each sales person being supplied with one, which must be turned in to the head of stock at the close of business each day. They represent co-operation in each community and they are entitled to the support of every business man who desires to hasten the return of prosperity.

A useful article illustrated here is a bread slicer that is shown not only because this particular item is one that will sell readily through introduction by means of display and by personal effort



by salesmen, but to apply this suggestion to a variety of useful little household articles that merchants can easily obtain, and which will move out rapidly if given a chance in the windows and on the counters.

Wait for Opening March 15th

**New 5, 10, 15 Cent
Wall Paper Store**

The Largest in Canada

740-742 YONGE STREET

**ALL NEW
PAPERS**

We buy for cash and sell
for cash at prices which
defy competition.

**NOTHING
OVER 15c**

SEE DISPLAY IN WINDOWS

ALL PAPERS MARKED IN PLAIN FIGURES.

**GIVE A MAN A JOB AND BUY YOUR PAPERS AT
Toronto's 5, 10, 15 Cent Wall Paper Store**

The GLOBE WALL PAPER CO.

This advertisement affords a good suggestion for a "specialized" advertisement in 5, 10, 15c goods.

SCOPE OF THE DEPARTMENT.

In a sensible letter from the Hood Stationery Co. of Vernon, B.C., following up the addition of the "5 to 25c Goods Department" in Bookseller and Stationer, they express doubt as to the advisability of introducing such things as cheap hardware, haberdashery, wearing apparel, jewelry, etc., in a high-class stationery business, and of the chances of success of a ten-cent store in a town of 3,000 people.

This aspect of the question may possibly have presented itself to the minds of other stationers, and suggests that perhaps the articles published in the February and March issues may not have sufficiently covered the points which Bookseller and Stationer desired to convey to its readers.

The idea is not that the whole nature of a well appointed book and stationery store carrying on a profitable business should be suddenly revolutionized by an entirely different atmosphere that would be created by giving over large space to a general five, ten and fifteen cent business, such as carried on in the Woolworth stores, for instance. It is not even necessary to ring in any lines not now included in the average book and stationery store to carry out the policy which Bookseller and Stationer advocates. Conditions will vary in different towns, and the merchant in each case will be the best judge as to just what line of action should be pursued. However, there is no question but that every book and stationery store can have a special five to twenty-five cent department, even if it includes only such articles as are already carried in stock. There are, of course, many other articles that will fit in most appropriately and, as has been inferred, the merchant himself is best able to decide as to just what scope the department should have.

• • •

In a small Western town six years ago, with a capital of \$300, an energetic young man started a 5c to 25c store. On Jan. 1st, 1915, his stock amounted to \$3,000 and he has not only had a living but has a steadily growing bank balance. This is just another illustration to show the advisability of having a 5c to 25c department in the book and stationery stores in the smaller towns, especially where the syndicate stores are not established and even in these towns it is advisable because it has been frequently demonstrated that the activity of these big syndicate stores creates business for competitors as well.



A store looks no better to a customer than the man looks who is waiting on that customer.

One Traveler's Good Suggestion

Idea for Selling Fountain Pens as Gifts for Soldiers Successfully Acted Upon.

In this trip through the West, from which he has just returned, W. E. Coutts, for the first time, carried the line of Sanford & Bennett, for whom he is now Canadian representative, and with this fountain pen line, as well as with the Davis line of art production, he reports having had encouraging success, his report in general regarding the West being considerably more optimistic than some of the men who have made the Western trip this year. These reports of travelers, by the way, are most conflicting. Listen to one, and the answer seems to be that, to use a slang expression, "everything is on the blink!" Others somehow managed to do as well as usual, although they do admit that it was by working exceptionally hard and utilizing the selling instinct to the utmost that this result was obtained. That is the secret of successful selling in times when people are naturally inclined to be conservative and are prone to retrench, often to their own disadvantage.

In this connection it is appropriate to mention here a good stunt which is now being successfully followed out by several of the larger and most enterprising Western firms in pushing the sale of fountain pens as gifts for soldiers and for sale direct to them, as a result of a suggestion on Mr. Coutts' part.

He selected a safety fountain pen retailing at \$1.50, and in one case a large firm in Winnipeg bought a sufficient quantity to make a big display of them to fill the windows at either side of the store entrance, with large display cards drawing attention to these as ideal gifts for soldiers. Naturally this solves a problem for many people, and that display of pens with the strong show card appeal creates many sales.



GO THOU AND DO LIKEWISE.

Mr. Culpitts, of R. R. Culpitts & Son, booksellers of Chatham, N.B., by exercising the sort of aggressive effort which Bookseller and Stationer has repeatedly advocated, took out Vol. I. of "Nelsons History of the War," of which monthly volumes are to appear, and procured orders for forty sets. Thus every month, the selling having already been done, forty books will go out from their store at 35c a volume. Rather a neat stroke of business on Mr. Culpitts' part wasn't it? A day spent in that way once a week by booksellers would greatly augment book sales.

RING BOOK LITIGATION.

Peace seems to have been restored in the ring book litigation in the United States. The Boorum & Pease Loose Leaf Book Company, of New York and St. Louis, and the Wilson-Jones Company, of Chicago, have practically acknowledged the validity of Patent No. 778,070, which is owned by the Irving Pitt Manufacturing Company and which was the basis of that company's successful suit against the McMillan Book Company, decided early in December. The decision in that case, it will be recalled created a big stir in the whole trade, as most of the leading blank book manufacturers have been making ring books for years and selling them through the dealers in all parts of the country.

Following its victory in the United States District Court the Irving-Pitt Manufacturing Company filed suits against about eight of the big blank book concerns. Meantime the McMillan Book Company appealed the case to the United States Circuit Court of Appeals. This action, together with the high standing and great resources of the companies sued, led the trade to believe that a colossal legal fight would ensue before the validity of the Pitt patent and the question of infringement would be finally settled. The news, therefore, that Boorum & Pease and Wilson-Jones have settled the patent suits against them comes as a distinct surprise to the trade.

The settlement of these two cases has, however, not been made hastily, as the most competent patent lawyers in the country have been studying the questions involved for the past four months. The action of the two big companies referred to indicates what these lawyers think about the strength and scope of the Pitt patent. The outcome of the suits is also of interest to the retail trade, which interest, by the way, has been manifested in the local stationery associations in various parts of the United States. The reason back of this is that, according to the law in patent infringing cases, the seller of an infringing article is equally responsible with the manufacturer.

In the McMillan case the court held that the Pitt patent covering the spring-back plate used in practically all ring books was infringed. This was interpreted to mean that most of the blank book manufacturing companies were infringers. And this opinion was later emphasized when suits were filed against these companies.

In the case of the Boorum & Pease Co. a license has been obtained by that firm to manufacture under the Irving-Pitt Company's patent, this license releasing the Boorum & Pease Company from all past liabilities or infringements by themselves or their customers.

Tendencies in Toilet Goods

Booksellers and Stationers Who Have Been Featuring These Goods Have Reaped Good Returns.

THERE are many reasons for the continued growth of business in toilet goods, not the least of which is the attention being paid by women generally to their personal appearance, fostered by practically all the leading women's magazines in the country. They treat so assiduously upon the necessity of women endeavoring to appear young and attractive, that it has unquestionably increased the sale of toilet requisites to a very large extent.

Retailers, as well as manufacturers, have not been slow to take advantage of this moulding of public opinion, and the tremendous increase of business in toilet goods has been largely the result of their enterprise in advertising and featuring meritorious lines of goods.

While a considerable portion of the trade created by this liberal and persistent advertising has been secured by drug stores and the great department stores, book, stationery and fancy goods stores that have featured these goods have reaped goodly returns.

There is a sense of delicacy in most women which makes them prefer these establishments to drug stores when making purchases of these requirements.

The toilet goods department can be made one of the handsomest in the entire store. It can be decorated and dressed up with flowers, etc., either natural or artificial, in a manner that would look rather out of place in any other department, but which thoroughly accords with a display of toilet accessories.

Imitation Ivory Goods Still Popular.

The demand for toilet articles of imitation ivory, far from showing signs of diminishing, continues very strong. It seems to be the general impression that the demand for goods of this character will be far greater than it was last spring season.

Manufacturers are showing wonderfully complete lines, not only in the familiar white and cream shades, but also in fancy shades. When these colors were first introduced it was expected by many that they would displace to a great extent the white and cream shades, but such does not appear to have been the case. They were introduced as novelties and as such they will probably remain. Their chances of ever being considered a staple seem extremely remote.

A few of these fancy shades, however, are always being sold, as they frequently

complete the color scheme of milady's boudoir. The latest productions of the ivory white are really marvellous imitations of genuine ivory, the grain, which is so characteristic of real ivory, is so closely simulated that it almost requires an expert to distinguish the genuine from the imitation.

The new articles in imitation of the real tortoise shell are wonderful reproductions of the genuine articles, and it is extremely difficult to distinguish one from the other. Ebony, too, is counterfeited in a wide range of toilet articles.

The fashion of having articles of this nature engraved with initials or monograms still continues. As a rule these ornamentations are in black, but they are also shown in delicate colorings, except in the case of imitation tortoise shell and ebony, when silver or gold is usually selected.

Jet Revival.

From all indications it appears that a decided revival of jet is imminent. The general term jet, of course, includes the various imitations made of black onyx glass and other substances. The revival affects substitutes as well as the real jet. They are being extensively used in spangles, combs, brooches, etc., which are universally called jet without any intent to deceive, since anybody with the slightest knowledge of the goods can see the difference.

Bright Prospects for Hair Ornaments.

Prospects for business in hair ornaments appear exceedingly bright. Many new styles have already appeared to wear with the latest approved coiffures. One of the most encouraging signs of coming business is that the styles of hair dressing have been so completely changed that most of the old and staple styles of hair ornaments will have to be discarded by the woman who attempts in any way to keep up with the fashion.

Fobs for Women.

Chatelaine fobs for women are amongst the newest offerings in jewelry lines. One of the most attractive of these is in a filigree design, and is made of German silver with an oxidized finish.



The great amount of knitting and work being done by women for soldiers has occasioned a great influx of workbags, of different varieties of cloth and leather, fitted and unfitted, intended for the use of women when they take their work out with them.



In attempting to sell something in the place of the articles asked for, never use the words "just as good." They have become too unpopular with the public.

New Ideas in Hand Bags

Manufacturers Report a Growing Demand for Goods of the Better Class as Against Cheap, Trashy Lines.

In considering the trade outlook for leather goods, it is interesting to chronicle here the reports of manufacturers that the demand for fine quality goods is constantly growing stronger as against the tendency in the past to cater to cheap trade by pushing inferior bags, a large proportion of them made of imitation leather and a poor imitation at that.

Fitted bags of all kinds are by far the most in evidence. Many of these are models of convenience and elegance. Those in the new oblong shape are particularly admired. They are made wider toward the bottom in order to increase their capacity for carrying the thousand and one articles that find their way into these substitutes for pockets.

One bag of this character is made of fine pin seal and lined with rich corded colored silk. Instead of the ordinary vanity mirror which is usually attached to the frame, it is combined with a memo book, which with a coin purse is contained in pockets on one side of the bag, while on the other are pockets for powder puff case, vinaigrette and pin-case. The fittings are of highly polished silver of gilt and gun metal, and the fittings match the square, somewhat massive frame. This frame also has a new kind of safety catch, and the handle is a strap firmly fastened to a metal base.

Some Recent Novelties in Fabric Bags.

In fabric bags some very unique and handsome examples are of rich black velvet, both plain and embossed, but judging from the present demand, moires are destined to lead. The high novelty is the embroidered moire bag showing bunches of tiny flowers worked in pinks, blues and greens. These are made up into the pannier bags and the newer oval forms, and in most cases the frame is also covered with the moire. Black, as usual, is the leader, but bags come in all the more staple colors with navy, taupe and nickel very much in evidence.



Books on gardening were featured in a most effective table display in March, in the store of Albert Britnell, Toronto, fostering many sales of these books which can be readily sold at this time of the year if properly introduced.

Benjamin Bremner, buyer for Carter & Co., Limited, booksellers and stationers, of Charlottetown, P.E.I., was in Toronto on a buying trip early in April.

TOYS SHOWN AT THE LONDON FAIR.

The influence of the war is greatly in evidence at the Toy Fair and Market at London. In the exhibit of Faudel's, Limited, for instance, cannons of various sizes are prominently featured, one model being of an aerial gun which can be elevated to any angle pitched for aiming at imaginary hostile air craft. A good display is made by the British Indoor Games Co., one of the new games offered being called "The Dash to Berlin." "Blockade" is a real game of skill combining the features of draughts and chess. Another game, "Aeroplanes and Zeppelins," is played with darts and a revolving target. The Red Cross transport wagon is a feature in the booth of Culmore Works, Peckham, London. This toy is grey in color, while the Red Cross adorns either side.

Many new games of toys have been put on the market since the beginning of the war by the firm of J. Frenkel & Co., of London. Among their games is one called "To Berlin" and another called "Tipperary Maze." "Rifle and Lance" is a game providing a fund of delight for little ones who love an exciting race with a minimum of bothersome rules. An original production of this firm is their boys' battlefield, with features including trenches, observation ladders, pontoon bridge, field hospital, and so forth.

War toys in the line of Whyte, Ridsdale & Co., of London, include among a variety of toy soldiers' swords, one designed to retail at a shilling, which consists of a firm-bladed weapon with a substantial hilt and sheath, giving it a strong likeness to the actual military sword. This firm shows toy soldiers in endless variety of types and positions, soldiers' tents, nickel and wood cannon, and several varieties of carded rifle shooting sets.

Different styles of toy aeroplanes are shown by the Birmac Model Aeroplane Co. of London.

At the Reka Co.'s stand the toys shown include metal soldiers in great abundance and also metal tars. One compact number includes a large tent supplied with several metal soldiers, the tent being of a collapsible nature.

A match cannon is shown by the British Match Cannon Company of Southport, England. By the aid of methylated spirits, used for generating the explosive force, the brimstone match is fired with a loud report. Ordinary matches are used as ammunition. They can be aimed with a fair amount of accuracy.

An indication of the manner in which the war has beneficially influenced the British toy trade is abundantly evidenced in the March issue of the "Toy and Fancy Goods Trader," of England,

this being described by the publishers as the biggest issue of any publication devoted to the toy trade ever issued in Great Britain. This number was of a special nature dealing with the London Toy Fair and creditable alike to the toy trade of Britain and to its publishers. Bookseller and Stationer is indebted to this paper for the foregoing notes, which are condensed from articles appearing in that paper.



TO CONTINUE WAR ON GERMAN TRADE.

Growing out of the Toy Fair and Market held at the Royal Agricultural Hall, last month, a London Fair and Market on a gigantic scale will be established in March 1916.

This will be an annual event designed to continue the war on German and Austrian trade, in fact it will be a British form of the Leipzig Fair, for the wholesale dealers of the world to inspect every description of manufactured goods.

Some of the most important sections will be for fancy goods of all kinds, china, glass, pottery, toys, games, sporting requirements, jewellery, silverware, fine art productions, color printing, hardware in every branch, lighting, heating and cooking appliances, musical instruments and electrical apparatus.

Already some hundreds of firms in various parts of the world, Germany and Austria excepted, have expressed their desire to be represented at the first London Fair and Market, and the success of the movement is so assured that, in addition to the Agricultural Hall, the vast Olympia has been secured, a record in enterprise. Each hall will have its complete sections, and a fleet of motor cars will be employed to convey visitors from one hall to the other.



NEW TOYS.

A new line of belts and holsters is being offered the various items in which can be sold for a dime.

The "Dreadnought Battleship Builder" is an outfit of varied blocks, painted the regulation fighting gray, with which a warship can be built. This outfit will retail at a dollar.

"The Jungle Wagon" is an interesting newcomer. It is an animal cage on wheels with a wild animal inside. At each corner of the wagon is placed a small flag which revolves as the wagon is pulled along.

The Artillery Auto Builder is a block outfit with which a war automobile can be constructed. When completed the auto has a revolving turret of guns directly back of the auto-seat.

A ten-cent number is presented in a small wooden cart containing several

small flags which flutter when the cart is pulled over the ground.

An excellent hot-air gas engine, with a 2-gas motor, is offered to retail at five dollars. It comes in horizontal or perpendicular form, and will run for ten hours with two cents' worth of gas.

"The Tommy Atkins Polo Set" looks like a very popular number for younger enthusiasts of the pony, mallet and ball game. Outfits are offered to retail at a dollar. They consist of one stick horse, one polo mallet and two polo balls.

A similar outfit is being offered in two balls, mallet and bag for roller skating or for bicycle use, both being popular sports with the boys. Now he can purchase his bicycle or roller skate polo sets from his toy dealer.

"Uncle Bill's Big Circus" is a real eye-opener at a quarter retail. It consists of a big pasteboard tent and beautifully colored lithographed pasteboard performers and animals, such as a clown and darkey, duck, lion, elephant, camel, clown and drum, tiger and equestrienne.

An excellent line of red wood wagons with iron wheels, to sell at a half dollar each, has just been brought out. The animals and birds hitched to these wagons are as follows: Dog, donkey, rooster, rabbit, horse and goat.

In "The Coontown Piano" the trade is offered an amusing musical novelty. A darkey head is placed above each tubular chime, which is rung by one of the eight notes of the piano. These heads bob up and down as the toy piano is played. This toy piano is about a foot high and a foot in length, and will retail at a moderate price.

"Checkernole," a combination crokinole and checker game, is a 25-cent seller that offers big value for retailing at that popular price.

Several attractive washing sets are offered at this time to be passed over the counter at moderate prices. They consist of wash tubs, clothes horses, wringers, ironing boards, etc. Actual washing of doll clothing can be performed with these little sets.



L. G. Beebe, manufacturers' agent, has moved from the Foy Building, Front street west, Toronto, to the Webster Building, 53 Yonge street, giving him more spacious quarters to display the samples of the different lines he represents. In this connection it is interesting to note that the Canada Toy & Novelty Manufacturing Co., recently established in Toronto, are moving to Oshawa, where they will occupy a well equipped factory building. The capital of the company has been increased, and the manufacture of toys and novelties will be proceeded with on a more extended scale.

Wall Papers Are More Subdued

Belgian Colorings Will Take the Place of German — Greys, Blues and Sand Colors Will be Featured—Faint Tinge of Black Will be Popular in Best Houses.

FROM AN INTERVIEW WITH MR. W. T. STONE, OF THE ROBERT SIMPSON CO.

ALL sorts of retail stores are finding themselves affected by the vicissitudes of war. For instance when people come along to choose the wall papers and trimmings for their different rooms in the next few months there will be a predilection in favor of Belgian colorings rather than German. German colors are dead. In place of them we shall see in Canada as in England at present colors which are peculiarly English, or Belgian, French or Russian, because even in so light a matter as trimming of rooms and so forth, we are patriotic, often under an unconscious influence.

The predominating feature in wall papers is the subdued pattern and quieter coloring. These will take the place of the more conspicuous pattern and louder coloring. In place of the green and red, both of them pronounced, which we have seen we shall have tans and greys and warm shades of pink. There will also be combinations of greys with pinks, greys and mauves, as well as with tans. Pea blues are to have quite a run and pea greens are coming back. There will be considerable leaning towards mauve. A distinctly new shade that is going to be popular in wall paper is the sand color. This in combination with warm pink will have a considerable run.

And since our minds are running upon battleships and the like, battleship greys and seagull greys will be very much in the mind of people who are furnishing their houses.

On the question of white, the popular leaning this year rather than a dead white is to a white edged with cream. Dead white is—dead.

We may notice here in passing a distinct tendency just now in many well appointed houses to eliminate the drawing room. In its place the living room is coming more into its own. This applies not only to houses which are small, but to houses which are of fairly considerable size. For this room the tapestry of foliage effect and the broken pattern will be leaders. Tweeds of fabric papers are also very popular.

For the Bedroom.

In the bedroom the trend is toward plain chambrays, linens and a number of soft colorings in cretonnes and chintzes. If the coloring is important in the rooms with which we have already dealt, it is still more important in its

relation to the bedrooms, according to the styles which are being followed this year. All of the designs are quiet, though light and airy, and give a look of general brightness to the room.

The "Den."

As to the "den" there will be heavy, cosy, warm effects so far as wall paper is concerned. It will be fitted up with English or Japanese leather, and a favored paper will be the black blended style about 30 inches wide, both plain and pebbled. This should be used with strappings of leather or oak.

Not the least important room in the house of these days is the modern bathroom. It should be furnished either in imitation tile or else should have a pattern stencilled on a background of white paint. The imitation tile which has had so much vogue for the past few years is even more popular to-day than ever. This is a specially heavy pressed paper. Sometimes it has an oil finish. The popular style is a white background with a pattern in light colors showing a water scene, ships and so forth.

The Flat or Apartment.

For an apartment or flat the modern idea is to have each room consonant in coloring and style and general appearance with each other. The papers should blend nicely with ordinary draping, and in this regard tans, greys and buffs, red or greens and sand colors, have the preference. The new stone-colored tapestries are likely to have considerable vogue.

It will be seen by the detailed suggestions given, which follow pretty closely general trend of the better class of houses, that the quiet wall paper is a la mode. The outstanding and the strong is entirely eliminated.

The housewife who is undertaking a scheme of decoration for her house will do well to bear in mind that the more quiet and original the designs are in the matter of wallpapers and such the more impressive will they be as compared with the showy and the conspicuous and the loud, which are the province of the nouveau riche.

We all remember the story of the lady who woke her husband one night and suggested that there was a burglar in the house. Her husband turned to her and said "Nothing of the sort, my dear, it is this wall paper, which makes such a noise."

Preserve us from wallpaper and dec-

orations which make such a noise that they can be heard above the tones of a conversation that was held right in the room!

In a recent article, it was stated that the indications for styles in wallpapers for next Fall were all pointing towards quiet tones and colorings. Greys, sand color, palest of blues and greens and a good deal of white, plain white, and white edged with black—these will take the places of some of the louder and more pronounced tints which we have had with us for some time. Incidentally, the Germans are great on heavy reds and glaring greens and such. So that by going in for quiet colors we are following the anti-German tendency even in decorations.

Reverting to the ready-cut, floral patterns are almost exclusively featured. There are several beautiful designs along this line, with some of which come trimmers which may be used for paneling or base directions. These are shown in flat colorings and in embossed and intaglio treatments. There are also some exquisite conventional designs shown with matching hangings and with printed oatmeal in small patterns, plain grass cloths and leatherettes. Narrow floral trails are shown for panelling purposes, with dainty little designs in self colors for the hangings.

Some Neat Ready-Cuts.

Some very attractive papers are being shown chiefly along the lines of ready-cuts and cut-out borders. One of the neatest samples is a ready-cut frieze the background of which is in pale buff or white with faint self-colored line. The border is made up of cluster flowers, set at intervals of six or nine inches, and bunched in a near-octagonal shape. There is, running along the base of the wall, a border in minute flowers to harmonize, and this follows the lines of the lintel of the door or window which is in the wall, appearing on the other side and on the top of the frame. It is a very attractive piece of work.

The landscape and nature scene has become very popular in these latter days as a suitable border, restful and artistic to the eye, and effective from a decorative standpoint. We saw the other day a panoramic frieze of this kind which we are told is a good seller. It represents "The Brook," and the prevailing tone is brown. It is 28 inches wide and

certainly is a paper which will be admirably suited to a den or parlor or billiard room.



DEALER HELPS.

Staunton's are to be commended for their co-operation with dealers in preparing an illustrated folder depicting in two colors two room interiors of which the walls are decorated with two new designs of wallpaper. A distribution of these folders by Staunton dealers by mail or by hand to each home where there is a prospect of getting orders will produce good results and live dealers should make it a point to utilize all meritorious dealer-helps. Otherwise they deliberately pass up business building ideas that entail considerable expense in their preparation. If the dealer himself were to get up extensive advertising of this nature he would be sure to use them and the fact that the dealer is relieved of this considerable expense should not make him less active in putting them to the best possible use.



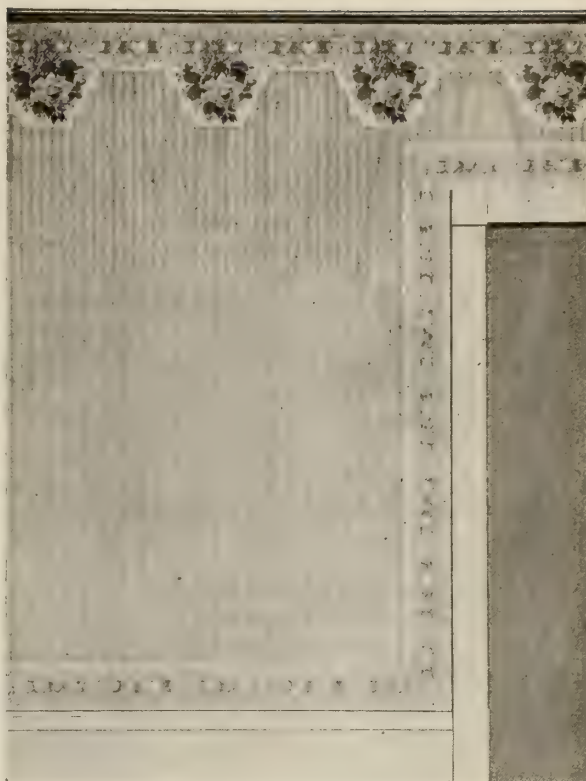
Two parties are at fault when the salesman does not know all about the goods he is trying to sell: the boss for not teaching him, and he himself for not learning.

EXAMPLE OF THE READY-CUT.

An example is shown here of a new ready-cut, which has bright flowers attached at intervals to the band of ribbon and lace. The trimmer, 5½ inches in width, comes with the frieze which measures 11 inches wide. They are hung over a diminutive pattern introducing a stripe in a variety of dainty shades. Both hanging and decoration are embossed by the Intaglio method. This illustration is reproduced by the courtesy of Stauntons, Limited.

WALLPAPER ADVERTISING.

This is the season of the year to go after the wallpaper trade in the strongest possible manner. Book and stationery merchants who have their wallpaper departments well organized have two months of good business just ahead of them and newspaper publicity well done will prove a wonderful help in attracting trade. The wallpaper advertisement



of McKay's Bookstore, reproduced here, is an interesting announcement but would be stronger if at least a few prices were quoted. Compare it, for instance, with the advertisement appearing in the "Five to Twenty-five Cent Department" in this issue featuring wall-papers at 5c, 10c and 15c a roll, even without an illustration it is a convincing advertisement of a nature almost certain to bring good results. This question of newspaper advertising is one deserving of the most careful attention, which, unfortunately, is not fully appreciated by all retailers.



DON'T NEGLECT ADVERTISING.

Now is the time to prepare for the spring advertising campaign. When reading the daily papers it might be well to notice the extent to which the larger city stores are pursuing their advertising policy. When business is inclined to slacken, when a dull season is anticipated, do they let up on their advertising expenditure? No indeed, they go ahead hammer and tongs to encourage trade and keep things normal.

So the progressive Wall Paper Dealer will not curtail his advertising propaganda for Spring. On the contrary he will endeavor to put more vim and money into the publicity department of his business to make sure that there will be no falling off in his output.



Lack of knowledge causes fewer failures than lack of application of what knowledge one has.



At the Front

Our Wall Papers for 1915 are still at the front and cannot be beaten for artistic value

The distinguishing features of our new stock may be summed up as follows:—



Designs of Merit Individuality of Colorings
Superior Materials Expert Workmanship

These are the kind of Wall Papers that delight the most exacting purchaser and the price is always less than what is usually asked for goods of similar quality

McKAY'S BOOK STORE

CARDWRITING MADE EASY

by
R.T.D. Edwards

LESSON 3.

CLAIMS have been made, from time to time, by many writers that to be a successful card-writer one must have great speed. This view holds perfectly good when the card-writer is the employee of a large departmental store, and is expected to turn out hundreds of cards daily. But there are many writers in small stores who work card-writing in conjunction with other store work, and would not average more than twenty or thirty cards a day, and in a great many cases not much more than that in a week. With a small amount of work like this it would take years of practice to develop any great degree of speed.

Then, again, I hardly think that speed is a great factor in the small store. In my opinion, it is the last thing for the learner at least to consider. Get the

This is the third of a series of articles on "Cardwriting Made Easy," prepared for the readers of Bookseller and Stationer by R. T. D. Edwards. By the many letters received by Bookseller and Stationer asking for information regarding the source of supply for card-writing materials it is quite evident that a great many retail hardware salesmen are following this course closely and have taken up the art of card-writing as a direct result of the commencement of this new series in this paper.

main theory first: how to handle the tools and the proper formations, and the speed will develop in due time.

The lesson this month is a continuation of the one given one month ago. The chart shows the lower case Roman alphabet to match the upper case shown in chart 2 of last month. This is the last of the pen outline work that I will be demonstrating for some time at least, as lesson No. 4 will bring us into brush work. But before any brush lettering is attempted, I want all of you who are following these lessons to perfect yourselves in the pen outline lettering, and if you do this and keep practising faithfully there is no reason at all why you cannot take upon yourselves the responsibility of writing cards for any small store. The best practice that anyone can have is on cards that are going to appear before the public—that is, when you put your best foot forward. This method can be used for making show-

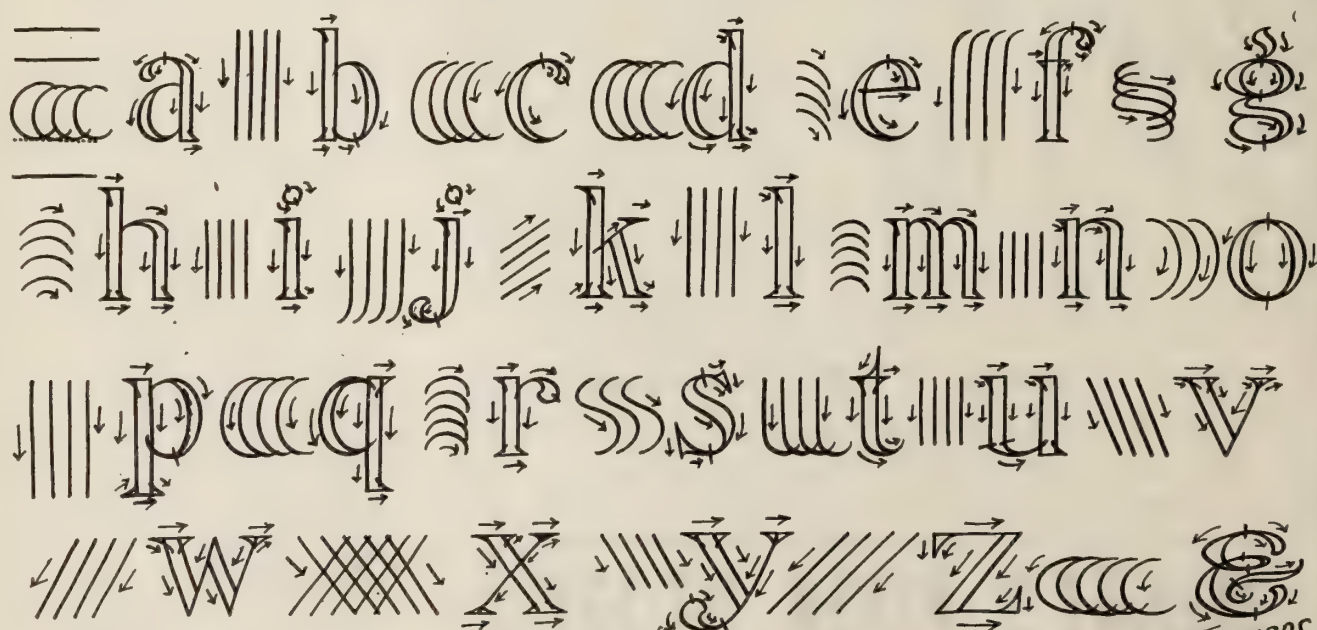


Chart 3.

R.T.D. EDWARDS

cards while you are mastering brush work in future lessons.

In order to start practice work for the chart in this lesson it must be ruled differently from the previous ones. The others required only the upper and lower guide lines, but this needs two additional ones—one above and one below the main lines, so as to serve as guides for those letters that extend above and below these lines, such as the "B," "J," etc.

Note the five lines at the beginning of the chart. These show the proper spacing to rule for practice or actual card work. Fig. No. 2 gives a good illustration of how to rule the lines so as to get all letters in proportion. Note the measurement of distance between them.

Heavy Blunt Nib.

As in the previous two lessons, this work is all done with a heavy blunt-pointed pen nib, using a good black carbon ink, not necessarily waterproof, but jet black and not thin so as to show up grey. When the pen is new, the ink may not flow properly, but a little use will soon bring it into working order.

Begin practice as shown in Figure I. This is the first exercise shown on the chart. Every exercise and letter should be practised many times in the same manner.

Right Through the Alphabet.

The upper part of the "A" should not project to the left quite as far as does the lower loop. Parallel lines composed in the formation of so many letters should be practised often, as in the "B." "C" is entirely composed of curved lines. The lower point should be directly over the beginning of the letter. The loop of the "D" possesses the same curve lines as the previous letter.

The "E" also shows strong relations to the formation of the "C." The long lines of the "F" must be curved before coming in contact with the upper guide line.

Letter of Many Curves.

"G," the letter of many curves, should be made until every stroke is perfected. The previous exercise you will find beneficial.

The curved lines of the "H" must be graceful. Practise them often.

The dot over the "I" must be directly above the main body of the letter. The same applies to the "J." The tail of the latter should reach lower guide line.

The lower right-hand spur of the "K" should extend slightly more to the right than does the one above it.

All vertical lines should be at right angles to the guide lines. Care should be taken not to let them have the slightest slant.

Note the letter "L." All the upright strokes of the "M" and "N" should be of equal distance apart. The lower right-hand spurs are only used on the right side of the letter.

Take great care in the forming of the "O" so as to get both sides balanced evenly. The "P" and "Q" both should extend down to the lower guide line. Practise well the curved lines of these two letters.

Tail of the "R."

The tail of the "R" must extend out about two-thirds the height of the letter to be the right proportion.

The top of the "S" is smaller than is the bottom. The curved lines exercise needs to be practised many times before the letter can be properly formed.

In the "T" the two down lines and curves can be made by one stroke, as the preceding exercise shows.

The "U" is different to the "T" in this respect. In order to get the bottom curves the right swing, stop the down lines about one-eighth of an inch above the guide line, and from this point curve the stroke downwards touching the guide line and meeting the right-hand upright the same distance above the guide line as where the curve started.

The "V" and "W" constitute lines of the same nature. The main point in the "W" is to get both the angles the same.

The exercise preceding the "X" is excellent practice.

"Y" is Difficult.

The right-hand down stroke of the "Y" must be practised often, taking care to join the tail on to it so as to make it appear graceful.

The spurs of the "Z" should not project out any further than do the other points of the letter.

You will notice many little cross-bars on the curved letters. This is to indicate the beginning and ending of the pen strokes.



TAKE TIME TO READ.

The man who will not take time to read his trade newspaper is on a par with the man who is indifferent with regard to the potentialities of his staff. Why? Because the means by which a merchant must inform himself as to features of the market and activities throughout the trade are just as great a factor in his success as the staff through which he hopes to deliver the goods. In each case there must be reliability, confidence, in order to obtain most satisfactory results.

THE BOOK DEALER AND THE MOVIES.

By Ernest A. Dench.

THE saloon-keeper may attribute decreased business to the versatile motion picture, but to the average book dealer the industry can be most beneficial.

It is what might be called the adaptation mania from which both publishers and book dealers have profited. To prove this, you have only to take into account "Les Miserables," which, when released at the picture theatres, created an enormous sale of cheap reprints of the popular book.

This has been followed up by many other adaptations from novels and stage plays, and in every case it has meant extra trade for the book dealer who has been keen enough to make good use of the opportunities thus presented.

Many "movie" patrons after seeing the photoplay version of a popular book have a desire to read the story. Instead of borrowing the book from the local library they prefer to spend a quarter on a cheap edition, and this is where the book trade comes in.

Hardly a week goes by that some popular book or play is not produced in motion picture form.

There are apparently few book dealers who have given this new field of business activity the close attention it demands. Some have been content to wait until the demand came—a most short-sighted policy that meant customers going elsewhere, while others have sat down and allowed the exhibitor to reap the harvest.

It is worth while for every book dealer to make a friend of the local motion picture showman. The benefit would be mutual. The exhibitor could inform the book dealer well in advance whether he had any adaptations ahead, so that the book dealer could lay in a stock to meet the demand. He could also announce outside his store that the picture was being shown at the theatre in question, and that the book of the film was to be had from him.

These are but suggestions. Other possible schemes may be devised by the wide-awake book dealer. It is, however, well to know that here is a source of revenue to be tapped.—American Stationer.



There are mighty few sign-posts on the road to success.

It's all right to believe only half you hear; but the trouble is to know which half.



BOOTH TARKINGTON'S NOVEL THE TURMOIL.

A Brief Review.

"THE Turmoil," by Booth Tarkington, appears in the list of six best sellers for the first time in this month's compilation and at once goes up to almost the head of the list being exceeded only by "The Eyes of the World," which assumes the lead again after being temporarily displaced by "The Patrol of the Sun Dance Trail."

The action of "The Turmoil" takes place in one of the midland cities of the United States, not designated by name. After introducing a dirty and wonderful city nestling dingily in the fog of its own smoke, the opening chapter goes on to say; "The smoke is like the bad breath of a giant panting for more and more riches. He gets them and pants the fiercer, swelling and swelling prodigiously. He has a voice, a hoarse voice, hot and rapacious, trained to one tune; 'Wealth! I will get Wealth! I will sell Wealth for more Wealth! My house shall be dirty, my garment shall be dirty, and I will foul my neighbor so that he cannot be clean—but I will get Wealth! There shall be no clean thing about me; my wife shall be dirty and my child shall be dirty, but I will get wealth!' And it is not wealth that he is so greedy for; what the giant really wants is hasty riches. To get these he squanders wealth upon 'the four winds for wealth is in the smoke.'"

Then comes a brief description of the same city of a generation before the panting giant took possession. Then it was a leisurely "homelike" city and the host's Baedeker duty was done when a visitor had been taken through the State Asylum for the Insane and made to appreciate the view of the cemetery from a little hill. "The good burghers were given to jogging comfortably about in phaetons or in surreys for family drives on Sunday. No one was very rich; few very poor: the air was clean and there was time to live."

But ultimately the god of American hearts—Bigness predominated and that spirit wrought the panting giant and a

Books

longing for size seized the souls of the burghers and the thing began to happen. Boosting, shouting, coaxing, bribing and swindling were resorted to and the people came from all states and all countries until practically every human strain was stirred about in the giant's crucible. "The old, leisurely, quizzical look of the faces was lost in something harder and warier; and a cockney type began to emerge discernibly—a cynical young mongrel, barbaric of feature,

ADDITIONAL PARTICULARS
ABOUT ANY BOOK MENTIONED
IN THESE COLUMNS UPON RE-
QUEST TO BOOKSELLER AND
STATIONER'S SERVICE DE-
PARTMENT.

and gottas and much fostered by public journals.

Towering highest among the buildings piled up in the heart of the city was the Sheridan Building, the Sheridan Trust Company being the biggest of its kind and James Sheridan the biggest builder and breaker and truster and buster in the smoke. He thrived on the smoke. Smoke was one of his great enthusiasms. Among the virtues of smoke which he extolled was that it made people wash more and they had to wash so much that they washed off the microbes! He was proud of the city. It was the finest in the world he profoundly believed, just as he believed his family to be the finest family in the world in spite of his son "Bibbs" the youngest. Two other sons, James Sheridan, Jr., and Rosecoe Conkling Sheridan, were big, capable and ambitious like himself, but Bibbs was the "odd one."

Sheridan determines to make this sort of a man of Bibbs and sets him to work in one of his factories to begin an industrial career from the ground up but Bibbs' heart is not there. He is a mus- ing sort of a boy, a dreamer and wants to write, a longing with which his father has no patience. After three years the father finds that he must take Bibbs out of the works and put him into a sanitarium to be rebuilt "from the ground up," and after a period there, in which he is practically out of touch with the family, Bibbs comes back to the magnificent new palace of a home built during his absence and of which he had heard nothing.

Bibbs shudders at the prospect of going back again to the process of being reconstructed into manhood after the model of his father, but suddenly a new incentive comes into his life and he does go back, not to become a slave to Bigness but to make Bigness serve him. The discovery, which put a motive into his hitherto cranky and sickly existence concerned Mary Vertrees and the romance which the author has woven around those two makes "The Turmoil" an intensely interesting tale.

CANADIAN SUMMARY.

Fiction.

	Pts.
1 The Eyes of the World.	Wright 45
2 The Turmoil. Tarkington	35
3 The Patrol of the Sun Dance	Trail 31
4 Innocent. Corelli.	30
5 The Wall of Partition. Bar-	clay 30
6 The Valley of Fear. Conan	Doyle 29

Non-Fiction.

- 1 With the Allies. Davis.
- 2 Fighting in Flanders. Powell.
- 3 Pan Germanism. Usher.

Juvenile.

- 1 Peter Rabbit. Beatrice Potter.
- 2 Children's History of the War. Parrott.
- 3 Animal Heroes.

UNITED STATES BEST SELLERS.

- 1 The Live Star Ranger. Zane Grey.
- 2 The Eyes of the World. Harold Bell Wright.
- 3 Pollyanna. Eleanor H. Porter.
- 4 The Turmoil. Booth Tarkington.
- 5 Mr. Grex of Monte Carlo. E. P. Oppenheim.
- 6 The Ragged Messenger. W. B. Maxwell.

muscular and cunning, dressed in good fabrics fashioned apparently in imitation of the sketches drawn by newspaper comedians. The female of his kind came with him—a pale girl, shoddy and a little rouged; and they communicated in a nasal argot, mainly insolences and elisions. Nay the common speech of the people showed change; in place of the old midland vernacular, irregular but clean, and not unwholesomely drawing, a jerky dialect of coined metaphors began to be heard, held together by gunnas

The Oxford Exhibition of Books

Brief Account of a Visit to a Book Show of Outstanding Interest—Hundreds of Attractive New Publications and New Editions of Old Favorites.

AT the Oxford University Press The Bookman was shown a fine array of books, the display having been arranged under the direction of W. S. Bell. A feature of this exhibition, now on, is a most interesting collection of old paintings and drawings, being a portion of Mr. Bell's private collection.

This exhibit of rare prints adds interest to the book display. The prints are more or less classified, two of the walls are hung with Canadian subjects of historic interest, early Quebec views, one of which depicts the scaling of the heights by Wolfe before the taking of Quebec in 1759, a travesty on perspective, but contemporary. There is also a set of the large color plates by Lieut.-Col. Cockburn, of a later date, including views of Quebec, Levis and Niagara Falls, and many others. Another wall is devoted entirely to Bartolozzi and his school, and it is interesting to note that at the present time these are the supreme effort of the print collectors. Of the Bartolozzi pupils, Ryland was one of the most successful, and there are several examples by him. This unfortunate man was the last man hanged for forgery in England, in 1783, and it is claimed the sentence was unjustifiable, afterwards leading to a repeal of the law. Another wall is devoted to Cruickshank and Gilray, those two pre-eminent caricaturists, the prints colored by hand, some of them having peculiar application to the great tragedy in Europe to-day, depicting Britain's supremacy on land and sea. Both Cruickshank and Gilray were untiring in their efforts to caricature Napoleon and the portraits involved of leading people of the time are marvels of the engraver's art. One picture by Cruickshank, "The Cato Street Conspiracy" has an especial interest to the writer, because the late Charles M. Dent, the historian, came frequently to see it, and expressed the opinion that it was the finest example of his work.

A crude "Broadside" is on this wall, giving an illustrated history of "Joseph and His Brethren," printed in 1812 for distribution on the coast of Ireland. So crude are the drawings that one is reminded of the block books of the 15th century.

The pictures will be on view for several weeks.

Coming to the books themselves, one

room is devoted to the Oxford Bibles, another to general books, including fiction, poetry, war books, Canadian books and gift books of all descriptions, while two other rooms are filled with juvenile books, picture books and toy books.

The poetical works being shown include Oxford miniatures, beautifully bound, also sets of the different poets in dainty little volumes, half-bound in lambskin. This collection includes also, sets of miniature volumes of the different poets in small bookcases of the lean-back and revolving variety.

Interesting books among the larger volumes include "Religion and Art," by Alessandro. Della Seta, a study of the evolution of sculpture, painting and architecture; "The Garden of Kama, and Other Lyrics of India," verse by Laurence Hope, and colored illustrations by Byam Shaw; "A Midsummer Night's Dream," with illustrations in color by W. Heath Robinson; "The Vicar of Wakefield," with colored illustrations by Edmund J. Sullivan, as well as many other old favorites.

Among the works of fiction, besides the books published by the several British and United States houses, represented by this firm, and the agencies taken over after the passing of Bell & Cockburn, there are the publications of Mitchell Kennerley, of New York, including "The Primal Law," by Isobel Ostrander, "Sons and Lovers," by D. H. Lawrence; "The Lay Anthony," by Joseph Hergesheimer, and "Altogether Jane," by Herself.

Books noticed among the volumes of war interest in this exhibition were various volumes dealing with Nietzsche: "The Evolution of Modern Germany," by W. H. Dawson, and "Modern Russia," by Gregory Alexinsky, both in the Modern World Series; "Our Just Cause—Facts About the War for Ready Reference," "Servia by the Servians," edited by Alfred Stead; "The Hapsburg Monarchy," by Wickham Steed, this volume being a study of the consequences of the breakdown of Austria, now seriously threatened by the war; "A Year in Russia," by Maurice Baring, and many other war books, including the famous Oxford pamphlets now brought out in editions published at a shilling in England.

If space permitted the writer could go on at great length referring to the many hundreds of interesting volumes making up this remarkable book exhibition, which is decidedly a credit to Mr. Gundy and his associate, the veteran bookman William Bell.



War games are much in evidence, and the war influence is seen in many offerings of pictures.

Better Than Ever Despite the War

Annual Spring Exhibition of Import Goods—Some New Lines Described.

THE disappearance of German goods from the Canadian market far from discounting the merit of the annual exhibition of import lines of the Copp, Clark Company seems, in some respects at least, to have had a beneficial effect, because the visitors to this show are being greeted with the most attractive display that has yet been shown by this firm. In books, of course, there is no occasion for any decided change, because the book imports from Germany have never amounted to very much. In the case of the publications of British houses, there are, of course, not quite so many new books as in former years, but there are plenty, and with the standard gift books, which are like bread and butter lines every year, the array of books gives ample scope for the most ambitious buyer.

Some novelties in new books are such titles as the "Animal Rainy Day Scrap Book," with a set of pictures to be pasted in the spaces intended for each, there being guiding marks to help find the proper places for respective pictures. "The Great Big Animal Book" is a notable new number, the pages being 16 by 20 inches in size, pictures of animals in colors being reproduced so that one animal occupies a whole page. The striking effect of these shown in a book store window, for instance, may well be imagined. Bungalow books, being models showing exterior and interior, that fold up easily, together with a big trunk, containing twelve smaller trunks, each of the latter having six volumes of favorite books for children, are other novelties shown. As usual, a wealth of gift books in color are shown in the line of the English house of T. C. and E. C. Jack, while in the display of new fiction and war books many interesting and important volumes are included.

The array of pictures, calendars, holiday papeteries, Christmas greeting cards, postcards and other holiday specialties surpass the show made by this firm last year. Tissue bells, which heretofore always came from Austria, are not missing, being replaced by a creditable American production.

In Christmas miscellany, newcomers include a fine line of holly twigs, wreath, poinsettia, ribbonzene, in separate red and green spools, and those colors combined, and Christmas tree ornaments formed by pictures mounted on tinsel designs.

Books and Writers Being Talked About

Samuel Merwin has written a story of a woman in revolt entitled "The Honey Bee," which has just been issued. It possesses the elements of popularity in that it is a rattling good story and at the same time carries a definite message worthy of the attention of men and women alive to what is going on in the world. In "The Honey Bee," Merwin first tells a story, a story of movement and action, tells it with power and charm and with that simplicity and directness that are the sure signs of greatness. But beneath the story and through it and around it is the searching and vivid portrayal of a modern, unmarried woman, a woman who works eight hours a day, who wins her way to a real business success, who has independence and opportunity to see the great world, but who has not love.

You realize, when your attention is called to it, that there are thousands of such women. Ideal wives to whom the right man never comes, potential mothers who must go with empty arms to the grave. Into the life of each of these women comes a crisis. She may only know vaguely that something is wrong. She may feel with Hilda Wilson that what she needs is a rest, and she may never feel more. Or like Hilda, again, she may come, through force of circumstance, to know that it is not a case of nerves to be cured by rest, but the great master yearning to fulfill the high purpose of her being.

Every woman will throb to Hilda's longing and will, in her experience, find guidance and help. And every man will look himself in the face, taking a new resolve because of Hilda Wilson and thanking God that such women live.

The Honey Bee fulfills the highest purpose of the novel for it holds the interest, stirs the imagination, arouses the highest emotions, reflects life honestly and leaves the reader richer for having read. The book is illustrated by R. M. Crosby.

A point in pronunciation:—H. G. Wells's forthcoming novel, "Bealby," is not properly pronounced in two syllables, thus, Beel-by, but in three: Be-al-by, with the accent on the second. It might be explained that Bealby is the name of the boy who is the hero of this delightfully humorous story, a youngster who runs away from his troubles only to encounter fresh ones.

Pixies and gnomes, sprites and fairies, crowd the pages of Reverend Father Carroll's tales of Irish life, "Round

About Home." Of course, there are many humans, too, but one feels that after all they play a rather subordinate part in the many happenings, some delightful, others terrible, that the book narrates.

A new volume of poems by Maurice Maeterlinck has just been published.

"Three Things," by Elinor Glyn, presents truth, common sense and happiness as three things one should strive for.

"Steve of Bar G Ranch," by Marion Reid Girardot, is a story written by a woman who has actually lived the life of a Western ranch, and her husband is said to be the hero of her story.

Payne Erskine has written another story of the Kentucky Mountains, entitled "The Trail of the Blue Ridge."

A remarkable book of world travel is Frank L. Brown's "A Sunday School Tour of the World." The author is general secretary of the World's Sunday School Association, and was a member of the commission which was authorized to visit Sunday schools in all parts of the world. The publication of the book was authorized by the commission, but the expense of publishing it was borne by friends of the author.

"The Rim of the Desert," a tale of Alaska and the Klondike, is the name of a new novel by Ada Woodruff Anderson. Other meritorious novels just out are "The Good Shepherd," by John Roland; "The Taming of Amorette," by Ann Warner, author of "Sunshine Jane"; "The Waterfly's Wooing," by Annesley Kenealy; "Blue Blood and Red," by Jeffrey Corson; two new novels by a prominent writer of fiction, based on Shakespeare's plays, "The Merchant of Venice" and "Macbeth"; "Billy's Mother," by Mary J. H. Skrine, author of "Bedesman 4." "August First," by Mary Raymond Shipman Andrews and Roy Irving Murray.

Two stories of English life are "Brunel's Tower," by Eden Phillpotts, a tale of the pottery community in the west of England, and "Dr. Syn," by Russel Thorndyke, a mystery story connected with smuggling, the scenes being laid in a small Kentish village.

New Juveniles.

In the new juveniles worthy of special mention which are to come this year are Windermere editions of Steven-

son's "Treasure Island" and "Alice in Wonderland," the illustrations being by Milo Winter. Other new juveniles include "Mamma's Angel Child in Toyland" by Marie Christine Sadler, illustrated by "Penny" Ross, who is the artist responsible for the pictures in two books by Elizabeth Gordon entitled "I Wonder Why" and "Lorraine and the Little People." "Flower Fairies," by Clara Ingram Judson, is illustrated by Maginel Wright Enright.

Other delightful new books for young people are: "Jack Jingling in Jungland," by E. Hugh Sherwood; "Playdays on Plum Blossom Creek," by Arland D. Weeks; "The War of the Wooden Soldiers," by F. M. H., illustrated by Willard C. Wheeler; "When I Was Little," by Edith M. Kelley, illustrated by Maud Hunt Squire; "The Sunny-Sulky Book," by Sara Cory Rippey; "Doings of Little Bear," by Margaret Frances Fox, and "The Wonder Hill," by A. Neely Hall.

Among the additions to the list of new books for older people are four attractive art handbooks, "Raphael," by Julia Cartwright; "G. F. Watts," by Gilbert K. Chesterton; "Holbein," by Ford Madox Hueffer, and "Sandro Botticelli," by Julia Cartwright.

W. D. Boyce, owner of the Indiana Times and other papers, and author of "Illustrated South America," has produced a handsome volume of travels through Alaska, the Philippines, Haiti, Cuba, Panama and the Dominican Republic, under the title "United States Colonies and Dependencies." "Mary Russel Mitford; Correspondence With Charles Boner and John Ruskin," by Elizabeth Lee, is a handsome volume of high literary worth. Howard Sutherland's "Promise of Life"; "Wau-bun," by Mary Kinzie Gordon, and "The Pro and Con of Golf," by Alexander H. Revell, are other interesting announcements.

Prof. William Henry Hudson's "A Quiet Corner in a Library," and William F. Butler's "All Generations Shall Call Me Blessed," are other publications of literary and artistic merit.

Mrs. Elizabeth Gordon's "A Sheaf of Roses" contains colored reproductions of sixteen of the famous California roses, each with an appropriate verse.

Ella Dolbear Lee is the artist who has illustrated "Our Baby Day by Day," a charming Baby Record Book.

New issues in the National Municipal League series include: "The City Manager," by H. A. Toulmin, Jr.; "Woman's Work in Municipalities," by Mary Ritter Beard, and "Lowering Living Costs in Cities," by Clyde Lindon King.

The Squirrel's Pilgrims' Progress, by J. D. Williams, is a new story for boys and girls, giving the adventures of a squirrel and a chipmunk.

A book just issued, entitled "The Business of Advertising," by Earnest Elmo Calkins, discusses the elements of advertising in brief with a view to giving a comprehensive view of the entire subject.

The list of best sellers for the United States as given in the summary in this issue is from the March issue of The Monthly Bulletin, issued by Baker & Taylor, and the next four listed in the order named are: "The Turbulent Duchess," by Percy Brebner; "My Heart's Right There," by Florence M. Barclay; "The Wisdom of Father Brown," by Gilbert K. Chesterton, and "The Wall of Partition," by Florence M. Barclay.

Mary Roberts Rinehart, who has been abroad for the past few weeks, has returned to her home in Pittsburgh. Her new novel, "K," will be published this summer. As a result of her recent visit to the war zone, Mrs. Rinehart's admirers are looking forward to whatever book she may write based on her experiences.

"The Secret of the Reef," by Harold Bindloss, is a tale of the British Columbia coast.

Gouverneur Morris has a new novel out this season entitled "The Seven Darlings." This book is illustrated by Howard Chandler Christy.

Robert W. Chambers has written a story of the war, a romance of danger and adventure in England and Belgium, entitled "Who Goes There?" It has just been issued. Other books just out include "John the Fool," by Charles Penny Jackson; "Lieutenant, What's His Name," by May Futrelle; "A Voice in the Fog," by Harold McGrath; "Little Sir Galahad," by Phoebe Gray and "Dad," by Albert Payson Terhune, author of "Damon and Pythias."

Among the novels down for April publication are: "Sun Down Slim," by H. H. Knibbs, author of "Overland Red," and "Doodles" by Emma C. Dowd.

A new book by B. M. Bower, entitled "The Last Stand of the Flying U," is to be published this spring.

Sherlock Holmes and his "really, my dear Watson," are with us again in Conan Doyle's latest book, "The Valley of Fear."

"Sanine," by Michael Artzibashef, just published in New York, is characterized by Professor William Lyon Phelps, as the most sensational novel published in Russia in the past five years. This is a translation by Percy Pinkerton, with a preface by Gilbert Canaan.

A new edition of Algernon Blackwood's "The Empty House and Other Ghost Stories," out of print for many years, has just been brought out in New York.

An announcement of unusual importance is the coming this season of a new novel by Joseph Conrad to be entitled "Victory." The tale deals with picturesque seroundrelism and is continuously exciting. The principal character, an adventurer called "Enchanted Heyst," is one of the great figures in Mr. Conrad's gallery; the scene is laid in and about the tropical island of Sanburen, and a volcanic eruption brings about the final catastrophe.



HENRY SYDNOR HARRISON,
Author of "Angela's Business."

A distinctly original advertisement of Stanley Shaw's new book, "A Siren of the Snows," is a miniature snow shoe with place for stamp and address on one side and a description of the book on the reverse side.

It is announced by the publishers of "Pollyanna Grows Up" that the advance sale has practically touched the 100,000 mark.

"The Man From Home" is the name of a novel by Booth Tarkington and Harry Leon Wilson, which is to appear this month. Other April announcements include "Happy Pollyooly," by Edgar Jepson and "Princess Cecilia" by Elinor Davis.

A book selling freely is "Salesmanship," by William Maxwell. It is a volume of breezy papers first published in "Collier's Weekly" and since revised. The author is second vice-president of the Thomas A. Edison Company.

Into "Angela's Business" H. S. Harrison has put more of himself—more of his own wise and humorous personality—than into any of his previous books. Mr. Harrison himself says, "Angela's business might be described as a little comedy of women which in less modern times would undoubtedly have been entitled 'Charles and the Ladies.' From one point of view it is an old-fashioned romance seen from the new-fashioned angle of vision."

W. B. Maxwell is a lieutenant in the British army and is now at the front. His book, "The Ragged Messenger," among this season's Canadian editions, is said to be even better than "The Devil's Garden." It is imbued with the spirit of "The Servant in the House" and "The Passing of the Third Floor Back," the Christ spirit incarnate again amid the crowds and tumult of the modern world, teaching the timely gospel of humanity.

One of those delightful romances of American village life is Jean Forest's book "Molly," just out.

A romance of discovery in the Arctic regions is "The New Northland," by L. P. Gratanap.

Next in order following the list of six best selling novels in Canada for last month according to the records compiled from reports from Canadian booksellers are the following: "Mr. Grex of Monte Carlo," "The Lone Star Ranger" and "Amarilly of Clothes Line Alley."

Another story introducing the "Pennsylvania Dutch," by Helen R. Martin, author of "Tillie, a Mennonite Maid," is "Martha of the Mennonite Country," telling of a novelist in search of local color.

"Out of Work," is the name of a book by Frances Kellor, just brought out. It is a study of unemployment with the presentation of a remedy and a program for dealing with it, features which are likely to assure a good reception for this volume.

March publications included "Ruggles of Red Gap," by Harry Leon Wilson, author of "Tillie, a Mennonite Maid," is ning of Lucia," by Amelia E. Barr; "Pepper," by Holworthy Hall, author of "Henry of Navarre, Ohio;" "The Cheerful Blackguard," by Roger Pocock, and "Hillsboro People," a tale of New England life by Dorothy Canfield.



MORE BOOKS BEING READ.

The Toronto Public Library's circulation for the month of February was 79,283, this being an increase over February of last year of 21,000 books.

Of Canadian Interest

New and Forthcoming Books

"Me" is the title of the new serial in *The Century*, and it is reported that this anonymous manuscript caused more commotion in that magazine office than any other story has caused in a long time. Of *The Century* forces, only the editor knows the author. The manuscript came through the hands of Miss Jean Webster, author of "Daddy-Long-Legs," who declared that the writing of "Me" was one of the most astounding literary feats she had ever known. "Me" is the autobiography, it is reported, of a well-known woman novelist; that is, it covers about a year when, at seventeen, unsophisticated but almost hysterically alive, she left her Canadian home to make her way in a business world chiefly of men.

What is a "Sourdough?"

Robert W. Service, of "Sourdough" fame, in an interview published in the *Morning Post*, gave an explanation of a rather mysterious word. "A 'sourdough,'" he said, "is an old-timer—the Yukon equivalent of Bret Harte's 'Forty-niner.' It was a term given to a miner in the early days, when there was little or no baking-powder in the land, and when a lump of sour dough from the last batch of baking was always carefully kept and carried about. The man who had a lump of sour dough was always welcome at a camp. If there was none there, he could sell it for its weight in gold dust."

L. M. Montgomery, the famous Canadian writer and creator of the "delightful and irresistible Anne Shirley," of *Green Gables* and *Avonlea* fame, has just delivered to her publishers the manuscript of a third Anne story—"Anne of the Island"—a sequel to "Anne of Green Gables" and "Anne of Avonlea." The new story will be published on June 1st.

The new issue for 1915 of Frank Yeigh's "5,000 Facts About Canada" is now out. It is a treasure-house of figures for anyone who would keep abreast of Canada's national growth.

"A Soul on Fire," by Mrs. Frances Frederick Williams, of Montreal, presents a new theme in fiction. The heroine, a young girl, is a direct descendant of a supposed witch; by the power of suggestion, exercised by unfriendly forces, she is persuaded that the witchcraft of her ancestor is reincarnated in herself. This leads her into many otherwise inexplicable undertakings. The marvels of modern psychology play a part in solving apparently unconquerable difficulties,

and the book has an ending, which is cheerful, and, at the same time, totally unexpected.

The author is a Montrealer, and the scene is laid in Montreal in the present day. The book is to be published in May. In a newspaper interview given in Montreal the author said in reply to a question as to the nature of the plot:

"My chief aim in the book, has been to keep the reader in ignorance of the plot. I found that the chief fault found with my first novel, 'The Arch-Satirist,' was that there was not enough plot. So I have tried in 'A Soul on Fire,' to remedy this defect. I think I may say truthfully that there is plenty of plot.

"And is the heroine really supposed to be the re-incarnation of the witch?"

"That is the question which I endeavored to leave in doubt until the



MRS. FRANCES WILLIAMS,
Author of "A Soul on Fire."

final chapter. There the problem is explained. I do not want to say how it is explained, because that gives the whole plot away. But 'A Soul on Fire' is really a study of the subliminal self. If I told you the idea of it you would think it was impossible, but I have authority for all my statements. The plot is adapted from well-authenticated accounts of experiments by psychologists such as Boris Sidis and Morton Prince."

"Are you interested in such problems?"

"I was when I wrote the book. At present I am afraid I am interested only in the war. I am working at present on a novel about the war which is nearly finished."

The time to wash the windows and sweep the pavement is before there are people around to be splashed and spat-tered and covered with dust by the operations.

Bits from Books

SNAPPY PARAGRAPHS

An Author at Work.

Being an author actually at work, and not an author being photographed at work by a lady admirer, he did not gaze large-eyed at a poppy in a crystal vase, one hand lightly touching his forehead, the other tossing off page after page in high godlike frenzy. On the contrary, the young man at the table yawned, lolled, sighed, scratched his ear, read snatches of Virginia Carter's "Letters to My Girl Friends" in the morning "Post," read snatches of any printed matter that happened to be about, and even groaned. When he gazed, it was at no flower, but more probably at his clock, a stout alarm-clock well known to the trade as "Big Bill"; and the clock gazed back, since there was a matter between them that evening, and seemed to say, "Well, are you going to the Redmantle Club, or are you not?"—From "Angela's Business," by Sydnor Harrison.

From "Brunel's Tower," by Eden Phillpotts: "Men are like pots, none perfect, if you look close enough, for perfection is denied all made of earth. But millions of men and pots are perfect enough to fulfil their purpose and do fine work and be beautiful, or useful, or both. Our blemishes need not spoil us, and though, speaking as a Christian, we're all damaged goods by the nature of things; yet none is worthless, and a faulty piece may often be lifted to a very noble purpose."

"Oases" is the title of a book by William Wallace Craig, of Chatham, N.B., recently published.



DEATH OF W. FOSTER BROWN.

Montreal, April 4.—The death occurred here to-day of William Foster Brown, one of the principal booksellers and stationers of Montreal. He was 68 years old. In 1875 he entered the old Dawson book store, and in 1887 took over the retail branch of the business, which in 1904 was incorporated under the name of the Foster Brown Company, Limited.



When industry goes out of the window, poverty breaks down the door.

If the side lines in your store are not selling as they ought to sell, perhaps you have failed to develop sufficient interest in them on the part of the salespeople.

A Budget of News About New War Books

The British Government, through H.M. Stationery Office, continues its valuable work of publishing and circulating important documents relating to the war. The first of the blue books containing the naval and military despatches, complete list of honors, etc., up to the end of November, 1914, has been issued at twopence, and other parts will probably follow. Very shortly the report of the Commission of Enquiry into the behavior of the Germans in Belgium will be published at a nominal price. The sale of the penny blue book has now reached upwards of one million copies. The white paper has been translated into Dutch, French, German, Portuguese, Russian, Spanish, Swedish, Danish, Italian and Roumanian. The French yellow book has had an extraordinary wide sale and circulation, and it is now understood that the Serbian book, which has just been issued in Belgrade, will shortly be translated and issued by the British Government. Certainly this shows that the British Government is doing its duty in spreading valuable information all over the world.

Baden-Powell as a Spy.

"My Adventures as a Spy," by Sir Robert Baden-Powell, is a book just out. Sir Robert says that he had found it difficult in peace time to write on the delicate subject of spies and spying, but now that the war is in progress and their methods have been disclosed, there can be no harm in relating some of his own personal experiences. The result is a volume of absorbing interest, relating his exciting adventures in pursuit of plans of forts in Germany and elsewhere, and other information for official use.

With the number of war books and special pamphlets coming from the English press, it is interesting to note what United States books on the same subject are considered of sufficient interest to be taken over by English publishers. Three of these books which will be brought out in London are: "The Audacious War," by C. W. Barron; "Are We Ready?" by H. D. Wheeler; and "The Road Toward Peace," by Dr. Charles W. Eliot. To "Are We Ready?" the English publishers have added the sub-title, "A Study of the Preparedness for War in the United States of America."

Among the new books of war interest brought out this year are "The German War Book," issued by the great general staff of the German Army, translated by J. H. Morgan; "Modern Warfare," by

H. S. Williams, and "The Modern Army in Action," by Major-General John F. O'Ryan and W. W. A. Anderson.

"The War Spirit of Germany," by Professor George M. Wrong, of the University of Toronto, has been printed in pamphlet form.

A new book that has aroused exceptional interest is "America and the World War," by Theodore Roosevelt.

Book Promotes Recruiting.

"War Problems," by J. A. Balfour Browne, K.C., trenchantly discusses some of the problems which arise out of the war; condemns any talk about peace at present; drives home the manifest fact that Germans are not gentlemen; points out that German plans and German policy have alike failed; and concludes with some vigorous chapters urging the immediate importance of active and energetic recruiting.

Substantiates Atrocity Reports.

The "Official Book of the German Atrocities, told by Victims and Eyewitnesses," gives the complete verbatim report of the Belgian, French, and Russian Commissions of Enquiry. It is an authorized edition of the various official reports, and it is the only volume which brings together the French, Belgian and Russian reports. Every fact mentioned has been authenticated and verified by trained observers, and is published on Government authority.

"Pierrot, Dog of Belgium," by Walter Dyer, is a book of the "Beautiful Joe" style of narrative and deals interestingly "from a dog's view-point" of the the German soldiers in Belgium.

Belgium in War.

In "Belgium in War," J. H. Whitehouse, M.P., gives a record of personal experience and observation in travelling through sections of Belgium subsequent to the invasion. "It is a record," says D. Lloyd George, who contributes to the volume an introduction, "which enables the reader to realize in part what the war has meant for Belgium, for her children and women and old people, as well as for her soldiers."

A book of astounding revelations is promised in "The Berlin Court Under William II," by Count Axel Von Schwering, which is to appear soon. In it we are told the reader will be brought into the closest intimacy with the Imperial family, and will gain an insight into the intricacies of modern domestic and social life in the German Empire.

Numerous officials and personages of high place in Berlin figure in this book's pages, their personalities, activities and achievements being outlined by a deft pen, moved by a crisp and perceptive intelligence.

Reports from British publishers go to show the eagerness with which the public is informing itself on the events leading up to the outbreak of the war as represented by diplomatic communications between the nations. Over one million copies of the penny Blue Book have been sold in Britain. Over ninety thousand copies of the ninepenny White Paper have been sold. This, the most interesting document of all, has been translated into Dutch, French, German, Russian, Portuguese, Spanish and Swedish. Translations into Italian and Roumanian are under way.

"Modern Warfare," by Henry Williams, explains military terms and the methods and mechanics of modern warfare, being designed to practically help the reader of magazines and newspapers in following the course of the war.

Clare Gerrold, author of "The Early Court of Queen Victoria," has produced an interesting book in his story of "The Kaiser and His Ancestors."

"Short Cuts to First Aid" is a book of don'ts and simple remedies, compiled by a London Metropolitan Police surgeon.

Franklin T. Ames is the author of two new boys' stories of the great European war entitled, "Between the Lines in Belgium" and "Between the Lines in France." Other new war books include "England and Germany," by General von Bernhardt; "A Dictionary of Military and Naval Terms," and Arthur B. Reeves' book, "The War Terror."

Queen Alexandra's Message.

In "The Way of the Red Cross" Queen Alexandra, who has written a prefatory note, takes the opportunity "to thank every individual nurse—one and all—who is nursing our brave wounded soldiers and sailors." The book is a whole-hearted tribute to Red Cross work and is full of human interest and appeal. In it, tribute is paid not only to Red Cross workers at the front and to those at home at the Red Cross headquarters, but also to the thousands of willing and splendid efficient helpers who are doing such fine nursing and hospital work in the Voluntary Aid Department Hospitals throughout the country. All profits from the sale of the book will be given to the Red Cross.

Books Received

Still Jim, by Honoré Willsie. Toronto: McClelland, Goodchild & Stewart. Cloth, \$1.35.

This is a most meritorious new book, which is being enthusiastically received. It is a more ambitious book than this author's previous novel, "The Heart of the Desert," and is vitally interesting in showing the big possibilities of an engineer's life. While at bottom a novel to be read eagerly for its plot alone, "Still Jim" contains so much to think about and talk about that no brief description suffices. Through the career of Jim Manning, engineer, "maker of trails," it goes a long way toward answering the questions: What is an American? What will become of the American people?

Before the Gringo Came. Gertrude Atherton. Toronto: McClelland, Goodchild & Stewart. Cloth, \$1.35.

This volume presents in fiction the California of the splendid colorful days under Spanish rule. "Before the Gringo Came" comprises Mrs. Atherton's two long stories, "Rezanov" and "The Doomswoman."

"Rezanov" unfolds the stirring romance of the great Russian adventurer who dreamed of an empire on the Pacific. The daughter of the Spanish governor was only a means to further his ambitions till love caught them both and sent him on the long journey half across the world that was to win her to him across all the barriers of race and creed.

Living, breathing, passionate is the story of the beautiful Chonita, known as "The Doomswoman," and her love for Diego of a rival house. In her struggle of love and intellect against pride and tradition is typified the metamorphosis of California from Latin to American ideals.

The Return of Tarzan, by Edgar R. Burroughs. Toronto: McClelland, Goodchild & Stewart. Cloth, \$1.30.

"The Return of Tarzan" is a blithesome event to lovers of unadulterated adventure. In this sequel Edgar Rice Burroughs keeps his gait with "Tarzan of the Apes," that amazing tale of an English babe abducted by gorillas and developed into a herculean ruler of hairy African tribes.

Love Letters to a Soldier, by May Adington. London: T. Werner Laurie. Paper, 1s.

Who Caused the War? By Edward Kylie. Toronto: Oxford University Press. Paper, 10c.

This is a study of the diplomatic negotiations leading to the war. The author is Associate Professor of History in the University of Toronto.

The World Crisis and the Way to Peace.

By E. Ellsworth Shumaker, Ph.D. New York: Putnam's. Cloth, 75c.

This book is dedicated by the author as follows: Great President of a Great People: Leading Republic of the World: Neutral Nations in all the Earth: Church of God Everywhere: Noble Men in all Lands: Mothers of the World, and Lovers of Peace Among the Nations at War: Yours is the august Opportunity, and yours is the solemn Responsibility in the gravest Crisis that ever has overtaken the affairs of men!

The Law of the Carrier of Goods. Ralph Merriam. Chicago: LaSalle Extension University. Cloth.

This treatise is intended to supply the reader with a knowledge of the elementary principles of the law of carriers of goods, and to furnish him training in the analysis and application of the deci-



MARGARET WIDDERMER,
Author of "The Rose Garden Husband."

sions of the courts. It is not designed to cover in detail the almost limitless legal points growing out of the subject treated. It is believed, however, that it will enable the reader so to grasp the essentials of the subject as to equip him for investigating the particular questions which may arise in his business or profession.

Little Comrade. Burton E. Stevenson. Toronto: McClelland, Goodchild & Stewart. Cloth, \$1.20.

A young American surgeon leaving the Congress of Surgeons at Vienna finds himself caught in the net of suspicion incident to German mobilization. At the Belgium border the situation is as "ticklish" as can well be imagined. How his "little comrade" joins him and how they are caught in the maelstrom of the Belgium campaign furnishes the setting

of a remarkably stirring story, with a strong, "love interest."

Felix Tells It. Lucy Pratt. Toronto: McClelland, Goodchild & Stewart. Cloth, \$1.25.

Ten-year-old Felix, in reference to what he tells in this book, says: "I have told things about mothers and fathers just the way they are anyway. Maybe they won't like it, but it is too late to change now. That is the worst of it. I don't know whether you better read it or not."

Fanny's First Play. Bernard Shaw. London: Constable. Paper, 1s. 6d.

This play was first produced at the Little Theatre in the Adelphi, London, on the afternoon of April 19th, 1911.

Sir John French. An authentic biography, by Cecil Chisholm, M.A. Toronto: McClelland, Goodchild & Stewart. Cloth.

This timely book has an introduction by Field-Marshal Sir Evelyn Wood, which is a marked tribute to the military genius of Field-Marshal Sir John French. The tracing of the career of this great soldier from his early days, first in the navy, subsequently with the 19th Hussars; through the Nile expedition; service in India, and his remarkable rise and great feats in the South African war; his subsequent rise to the head of the army, and such thrilling tales as the magnificent retreat from Mons in the present war, make interesting reading indeed, and make this a volume that can be depended upon to make a wide appeal.

"Myriam and the Mystic Brotherhood", by Maude Lesseuer Howard: Occult Publishing Co., Elkhart, Indiana. Net, \$1.25.

This is the first of a series of publications by this company along mystical lines written in the form of fiction, with the aim to impart some of the more important occult teachings, especially those relative to the powers latent in man and the great laws of Karma and Reincarnation. It is a book which will appeal to everybody in any way interested in psychical research, theosophy and spiritual thought, and the author is to be congratulated in the manner which "Myriam and the Mystic Brotherhood" fulfils its mission.

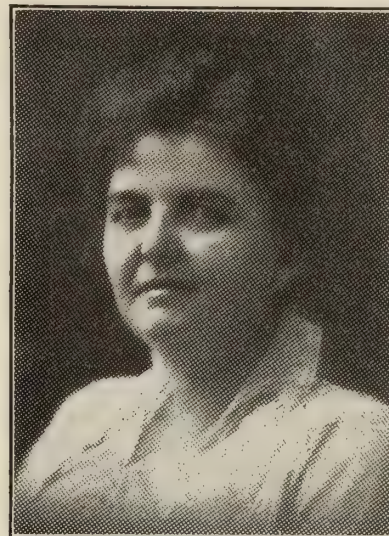
The German War Book. Translated by J. H. Morgan. Toronto: McClelland, Goodchild and Stewart. Cloth.

This book is a translation of "The Usages of War on Land," as issued by the general staff of the German Army. It is an official and amazingly cynical war book and lays down the rules to be followed by German officers in the conduct of war in the field in matters such as forced levies, hostages, neutrals, non-combatants, etc.

A Good Old-Fashioned Love Story

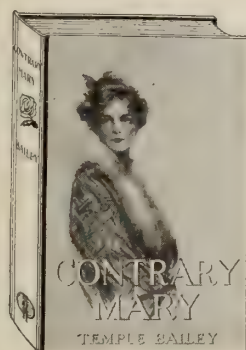
CONTRARY MARY

By TEMPLE BAILEY



TEMPLE BAILEY

Was she really "Contrary Mary"? Or did she only appear so to her family and a certain rich young man? To them it was strange that Mary Ballard twice refused a life of ease in favor of work and independence. But when Roger Poole came to the Tower Rooms — well, of course, another story began there.



Although "Contrary Mary" is just out it is the talk of book lovers. Jacket and frontispiece in colors by Philip Boileau. Other illustrations.

THREE LEADERS IN FICTION

The Sword of Youth

By James Lane Allen.

All of the atmospheric charm, the originality, and picturesque realism that distinguish his best Kentucky fiction.

Cloth, illustrated, \$1.25.

A Siren of the Snows

By Stanley Shaw.

How an alert young Secret Service man, torn between love and duty, helped to thwart a conspiracy of international importance. Most of the story is laid in the Canadian North Country.

Cloth, illustrated, \$1.25.

The Flying U's Last Stand

By B. M. Bower.

"Chip of the Flying U," B. M. Bower's greatest success, is once more to the fore, and his many friends will no doubt be glad of the opportunity afforded them to once more share with him his troubles and triumphs.

Cloth, illustrated, \$1.25.

THREE IMPORTANT WAR BOOKS

With the Allies

By Richard Harding Davis.

Illustrated with actual photographs of the fighting in Flanders.

\$1.00.

The Anglo-German Problem

By Charles Sarolea.

"No better or more important book on the question has been written for many years."—C. K. Chesterton. "A book of absorbing interest."—Spectator.

50 cents.

Pan-Americanism

By Roland C. Usher.

A brilliant study of Pan-Americanism, in which Mr. Usher endeavors to show the inevitable result of the war, and the part that the American nation will play towards the victors of the Great European War.

\$2.00.

COPP, CLARK CO., LIMITED, TORONTO

On Sunsets Highways. By Thomas D. Murphy. Boston: Page Co. Cloth, boxed \$3. net.

This is a book of motor rambles in California. It has fifty-six illustrations from special photographs, sixteen of them in full color. There is also the State Road Map of the Automobile Club of Southern California.



The Autobiography of a Happy Woman. Anonymous. Toronto: Langton. Cloth \$1.50 net.

The publishers are pledged not to reveal the identity of the author of this remarkable book. For reasons which will be obvious to any reader the author has made this a condition of publication. But it is a fact that the author is a woman well known as a writer and worker, and the book is the story of her life.

It is a most vital and interesting book. A life story, not a love story. The straightforward history of a woman's life, full of sympathy and inspiration.

It is not a wild cry for the "Living Wage;" it has nothing to do with unhealthy sex problems; it is not an argument for or against woman suffrage or feminism—but it is the actual relation of one woman's successes and failures, with a sane deduction for other women.

Ashton Kirk, Special Detective, by John T. McIntyre. Toronto: McClelland, Goodechild & Stewart. Cloth, \$1.25.

Bat Seanlon, two handed fighter and trainer, is worried. He visits an old friend in his big country house, and runs into some queer things he cannot explain—the thunder that rumbles over the hills when skies are clear, the sword of the Hohenlohes, the harp that is played without sound, enemies without and a traitor within the house. Bat calls on Ashton Kirk, and the special detective comes to grapple with the terror.

Ashton Kirk, who has solved so many mysteries, is himself something of a

problem. Although young, wealthy, and of high social position, he spends his time investigating puzzles that have baffled other men. The reader will find the zest of adventure and danger in the exploits of Ashton Kirk.

The Holy War, "Made in Germany," by Dr. C. Snouck Hurgronje. New York: Putnam. Cloth, 75c.

This volume deals with an interesting phase of the present European war, namely, the proclamation of a "Holy War" by the Sheik-ul-Islam. The author of the book is one of the few Europeans who have had personal experience in that part of Arabia considered by Mohammedans to be sacred and exclusive. He is Professor of the Arabic Language in the University of Leyden, Holland, and Counsellor to the Dutch Ministry of the Colonies.

The Flying U's Last Stand. B. M. Bower. Toronto: Copp. Clark Co. Cloth, \$1.30.

The Flying U Ranch was forced to its last stand when Florence Grace Hallman sent a company of school teachers and farmers to take up claims on its grazing range. She miscalculated the character of Andy Green and tried to engage him to soothe the anxious settlers inquiring about subsoils and water, instead of which Andy and the other boys in the Happy Family put in their claims first so as to surround the ranch.

Their efforts to graze their cattle and keep off claim-jumpers hired by Florence Grace furnish many lively pages, while the escapades of the "Kid," a boy of six whose vocabulary and ideas are the result of his days with the men on his father's ranch, assist in complicating matters. The story is alive with the vigorous and breezy atmosphere of the fast-changing ranch country of Montana.

The Guns of Europe by Joseph Altsheler. Toronto: Copp. Clark Co. Cloth, \$1.30.

A novel of the European war. The story of a young American in Europe during the present gigantic struggle. Unable to leave for America he enlists in a company to fight with the Allies where he sees active service from the beginning. A terrific air battle takes place in which two German Taubes nearly succeed in gaining a victory amid a rain of bombs. The story closes with the fierce fighting which preceded the retreat of the Germans from Paris. Both the story and the illustrations are historically accurate in every particular.

A Siren of the Snows. Stanley Shaw. Toronto: Copp. Clark Co. Cloth, \$1.30.

The United States Secret Service never had a more puzzling mystery to

solve than Case BM432, and it was a strange clue that caused one of the youngest officers of the service, Alan Jensen, to hasten to Little Babos Camp in the Province of Quebec and "await a messenger from the North." In the isolated camp of St. Peter, a blind habitant, he encountered, in the pursuit of his duties, an ill-assorted company which included Kerry Mallabee, a most alluring specimen of young womanhood. The young American's surprise that so charming a girl should be concerned in what was apparently a meeting place for counterfeiters, changed to amazement when the suspicion grew upon him that she was concerned in a stupendous plot which threatened the very independence of the United States. How this alert young Secret Service man, torn between love and duty, helped to thwart a colossal conspiracy of international importance that involved an ex-premier of Canada and a disgruntled United States millionaire is unfolded in this novel.

Pep. Col. Wm. C. Hunter. Toronto: Copp. Clark Co. Cloth, \$1.00.

This is a remarkable volume which lives up to its name in the spirited nature of its contents. It is a book that gets away from the beaten track and one which by its very nature can be made the basis of individual appeal that will readily enable booksellers to get keen attention and widespread notice for it. It outlines in an interesting manner a general scheme for common-



COL. HUNTER
Author of "Pep."

sense action that if followed out will prove of the utmost benefit to the reader, promoting, to borrow the words of the sub-title: "Poise, Efficiency and Peace." Incidentally it takes a rap now and again to some long established dogmas and theories that seem to be losing their grip in the present age.



The House of Cassell

Spring Announcements

Travel

Ready

Through Central Africa from East to West

by CHERRY KEARTON and JAMES BARNES.

A travel book with unique illustrations. Mr. Cherry Kearton has a world-wide reputation as the most daring and original of nature photographers. Mr. Barnes is a journalist of repute—a traveller in wild parts of the world. He tells the story in a way that makes the book the most interesting travel volume of recent years. With 160 *Striking Illustrations from Photographs by Cherry Kearton.*

Net
\$5.00

Remarkable Disclosures

April 18

The Berlin Court under William II.

by COUNT AXEL VON SCHWERING.

Written by a German Court-intimate whose knowledge of people and matters is remarkable, whose repugnance to the methods of the Kaiser and his party is frankly expressed and who provides some remarkable disclosures.

Net
\$4.00

Horse Management

Ready

Modern Horse Management

by REGINALD S. TIMMIS (Royal Canadian Dragoons.)

Lieutenant Reginald S. Timmis, who is now serving with the British Expeditionary Force in Flanders, comes peculiarly equipped to the task of presenting a thoroughly comprehensive book upon his special subject. So complete, indeed, is the volume that it might well be entitled "The Encyclopaedia of the Horse."

Net
\$4.00

British Battles

Ready

British Battles on Land and Sea

Edited by FIELD-MARSHAL SIR EVELYN WOOD, V.C., C.M., G.C.B., G.C.M.G., D.C.L.

This is absolutely the most authoritative account that has ever been attempted of the deeds which have created the vast British Empire. It is edited on an original plan by one of our greatest living soldiers, who, in addition to contributing personally some 100,000 words to the work, has *read and revised every line of the text*, written by a score of experts, including famous war correspondents and officers of high military rank. To ensure absolute accuracy, Sir Evelyn Wood has also passed through his hands every one of the hundreds of pictures by celebrated artists.

2 Vols.
Net
\$3.00
each

Sociology

Ready

The Conquering Jew

by JOHN FOSTER FRASER.

Mr. Foster Fraser has studied the position of the Jew in every quarter of the globe. He has pondered on the vitality of this curious nation, on its adaptability to various circumstances, on its ability, its virility. In his book he records the result of his observations.

\$1.50

NOVELS BY NOVELISTS WHO COUNT

MAX PEMBERTON	- - - -	The Great White Army	\$1.25
ANDREW SOUTAR	- - - -	(2nd Edition) Charity Corner	\$1.25
FLORENCE WARDEN	- - - -	Cross Fires	\$1.25
HUBERT WALES	- - - -	The Thirty Days	\$1.25
DORIS EGERTON JONES	- - - -	Time O' Day	\$1.25
Mrs. G. de HORNE VAIZEY	- - - -	What a Man Wills	\$1.25
JOSEPH HOCKING	- - - -	The Day of Judgment	\$1.25

THE HOUSE
OF CASSELL
TORONTO

Booksellers who have not seen a copy of *The House of Cassell Spring List* are invited to send post-card.
CASSELL & CO., Limited, 55 Bay St., TORONTO

New York
London
Melbourne

Ontario Library Association Annual Meeting

Fostering Nationality Through Literature One of the Great Problems Confronting the Public Library.

OVER 175 delegates attended the annual meeting of the Ontario Library Association in Toronto on April 5th and 6th. At the opening session the president, W. O. Carson, chief librarian of the London, Ont., Libraries, in his address, said that Canada was close to a turning point in its history, "and we must come into closer union with the Empire or drift towards national independence, which, in my mind, would result ultimately in Canada becoming part of a great North American federation. As to which course the Canadian people would prefer there can be no doubt. In this connection public libraries have a duty to perform: to furnish the people with the best literature, that may be helpful to them in studying the great problems with which they will be confronted and thus assist in forming an intelligent public opinion."

Society, he said, was not classified according to intelligence, and the libraries were bureaus of information and were promoting vocational education and encouraging good reading.

Mr. Carson read a letter from Andrew Carnegie, which stated in part:

"One great value of the public library as a social force is its position as one of the most important educational agencies of the community. For centuries the library has ranked high as a preserver of the written word. In the last generation it has added to that function the aggressive and helpful office of message-bearer, carrying books to the homes of the people, to their schools, to their work-a-day world, and to their playgrounds."

Miss Mary Saxe, librarian of Westmount, Quebec, delivered a strong appeal for the support of Canadian authors by the Canadian people.

Peter McArthur, the author-farmer, was the speaker at the Monday evening session. His subject was "Canadian Country Folk and Rural Libraries." He said in part:

"The country libraries are languishing because people have all the books they require. It is possible some libraries do a lot of unnecessary worrying about the reading of the people. It may be as useless as carrying coals to Newcastle or Toryism to Toronto."

Incidentally talking about the farmers, Mr. McArthur said they were getting hostile to all "uplift movements." When a man had some watered stock to sell he said "Educate the farmer." He spoke a word of comfort to those who were worrying over trashy reading.

There was probably more of it than ever, but at the same time there was never such a demand for good books. Many people, however, had turned their accomplishment of reading into bad habits. A companionable librarian was just as important as a good library.

"Culture can be achieved in other ways than in reading literature, although a good book is always a helping. The delights of pure literature must always remain with a few. It can't be thrust on anybody."

Mr. McArthur scored some readers for keeping the authors so much aloof. "Some people are so reverent towards great literature that when they open a book they close their minds." The best read man he had ever known was a farmer who had never been beyond the county boundaries, but who lived with the great authors, making them his companions in his daily work.

He also had a few words to say about card index systems. He had no doubt that even if no books had been written about boots—everything about them from the winged sandals of Mercury to the scandals at Ottawa could be found by the card index. He took a plunge in fancy for a few minutes, telling how a genius might be devised for writing books in the future through the card index system—"a man who would think with libraries and not alone with his own brain."

The big prize fight at Havana had loomed large in the day's news, and at one place he had heard nothing but talk of this fight. Such "intellectual aloofness" was beyond him, he said.

Miss A. Cartwright, of Dovercourt Children's Library, Toronto, gave a paper on Canadian historical literature which could be made best available for children. She made suggestions for new books based on Canadian history. The market for children's books in Canada is the largest book market in the country. To develop Canadian nationality it was necessary to provide children readable books in which Canada and Canadian history form the theme.

Rural libraries formed the general subject of discussion at a "round table" gathering of the libraries from country towns and villages.

The following officers were elected:—President, David Williams, Collingwood; first vice-president, George H. Locke, M. A., Toronto; second vice-president, Miss M. J. L. Black, Fort William; secretary-treasurer, E. A. Hardy, B.A., D.Paed., Toronto; Councillors—H. J. Clarke, B.

A., Belleville; D. M. Grant, B. A., Sarnia; W. J. Sykes, B.A., Ottawa; F. P. Gavin, B.A., Windsor; W. H. Murch, St. Thomas; Technical Committee, D. M. Grant, G. H. Locke, E. A. Hardy, Miss M. B. Dunham and W. A. Carson.

The new president is the editor of the Collingwood Bulletin.



A LIBRARIAN'S VIEW.

Adapting itself to the people which it serves, and teaching by suggestion and through natural channels instead of "telling," is the keynote of the phenomenal success of the public libraries of Toronto, according to Chief Librarian Geo. H. Locke, who addressed a meeting at the Bureau of Municipal Research, Toronto, in March.

"It is the only place where a boy of fourteen who has left school can get an education in Toronto," said the Chief Librarian. "We have few night schools, and they are not well organized and won't be for some time. The public library is a university for the people, not a college." He pointed out that it was also a recreation place, and he did not depreciate the circulation of fiction. "As long as human nature is what it is books that 'teach' will not be popular," he declared. The library was absolutely a democratic institution. Nine-tenths of the people who can't afford to buy books were put on a level with the other tenth who could, but didn't, with the consequence that the nine-tenths prevailed.

In one library with 1,600 children's books there was a circulation now of 42,000. The buildings were made as attractive as possible, but there was no effort to go out in the by-ways and compel people to come in. One thing that was being done was the closing of Sunday school libraries and moving picture shows.

Referring to the J. Ross Robertson Historical Collection, Mr. Locke brought visitors from the United States and across the ocean to see it. No books on Canada could be adequately written and illustrated without reference to this wonderful material.



ADDITIONAL PARTICULARS
ABOUT ANY BOOK MENTIONED
IN THESE COLUMNS UPON RE-
QUEST TO BOOKSELLER AND
STATIONER'S SERVICE DE-
PARTMENT.

THE TWO OUTSTANDING NOVELS OF THE SEASON

The Keeper of the Door

By E. M. DELL,

Author of "The Way of an Eagle," "The Rocks of Valpre," etc. Cloth, 600 pages, \$1.25.

The scene of "The Keeper of the Door" is laid partly in England and partly in the India that E. M. Dell knows so thoroughly. This is undoubtedly the best of the author's remarkably popular novels.

The Man of Iron

By RICHARD DEHAN,

Author of "The Dop Doctor," "Between Two Thieves," etc. Cloth, 815 pages, \$1.25 net.

An historical novel of rare dignity and value * * * The author's most important task in writing.—*New York World*.

Without joining the excited ranks of the war writers, Richard Dehan has written a prophecy of to-day's war in her story of Bismarck and the war of 1870 * * * The vigor and boldness of her writing—her gift for painting the most insignificant character with dashing strokes that leave it forever in our memory; her instinct for vivifying a whole episode in one sentence; and her truly unsurpassed ability for reconstructing history with every detail strikingly visualized * * * This is the Bismarck of history, but how much more alive!—*Boston Transcript*.

S. B. Gundy - Toronto
Publisher in Canada for Humphrey Milford.

NELSON'S HISTORY OF THE WAR

By JOHN BUCHAN
WITH A PREFACE BY THE
EARL OF ROSEBERY, K.G.

**In Monthly Cloth Bound Volumes
Each 35 Cents**

First large impression sold out.
Second large impression now ready.

Already published:—

Volume 1. Beginning of the War to the fall of Namur; 23 maps and plans.

Volume 2. The Battle of Mons to the German retreat to the Aisne.

Ready shortly:—

Volume 3. The Battle of the Aisne to the fall of Antwerp; 23 maps and plans.

Volume 4. To the Battle of the Falkland Isles.

**A CLOTH BOUND VOLUME EACH
MONTH.**

Booksellers may have an attractive show-card printed in two colors, a supply of prospectuses with order forms, and extracts from the leading reviews.

The Children's Story of The War

TOLD BY

SIR EDWARD PARROTT, M.A., LL.D.

Fully Illustrated Monthly Parts, 12c. Postpaid

Second impression of No. 1 now ready. No. 3 was sold out on day of publication, and the publishers regret that many orders arriving immediately afterwards cannot be filled until the book is reprinted. It is expected to be ready again about April 27.

No. 4 will be published early in May; orders should be placed at once.

Thomas Nelson & Sons

95 King Street East Toronto
London Edinburgh New York

One of England's New Novelists

Something About W. L. George, Who Belongs to the H. G. Wells School of Writers.

W. L. GEORGE, whose likeness is reproduced here, is one of the younger group of English authors, and is known as a follower of H. G. Wells. His best known books coming before "The Second Blooming," just issued, are "A Bed of Roses" and "The Making of An Englishman."

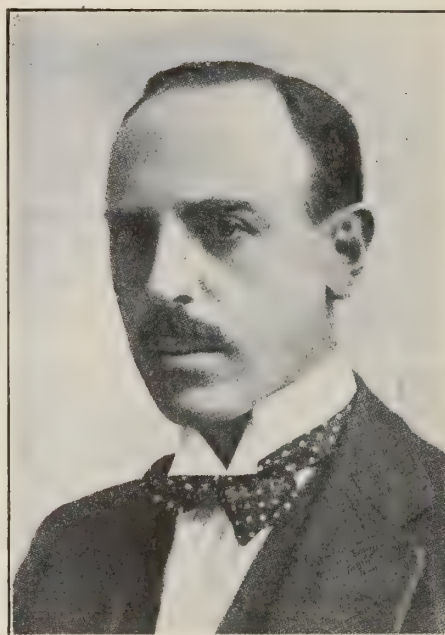
W. L. George was born in 1882 in Paris, of English stock, but he was brought up in France and served in the French army. After more or less successful experiences in engineering, law, analytical chemistry, the army and business, he scored a success in literature, his first novel, "A Bed of Roses," selling to the extent of 42,000 copies, not too bad for a first novel. Here is something about this author's new novel in his own words:

"Broadly speaking, in 'The Second Blooming' I am attacking a feminist problem, namely, that of all the well-to-do women when married and unrelieved by divorce, which I hold to be one of the best customs of your country. I incline to think that much of the bright clarity of the American mind, its urgency, its energy, its young curiosity, its courage, all the things which prevent it from sinking into the rather stupid dignity of England, and maintain it vital, are due to the facility with which alliances are made and dissolved. But I must not wander off on this divorce question, even though it be one of the elementals of the marriage problem, a sort of insurance against error, for my book is not concerned with divorce; it is concerned with marriage, and if I were my own publisher I think I should advertise it as: 'For Every Married Woman,' for, in England at least, it is the tragedy of almost every married woman of the well-to-do classes.

"I do not put forward remedies because it is not the business of one who has the slightest claims of art to put forth remedies; I show you these three married sisters as unhappy, and I ask my readers to collaborate with me in finding a cure. The cure will come. I am very hopeful of the growing goodwill in the soul of man; nowadays I generally find myself against man and for woman; I should be with women if there was a sex war. Strictly there is a sex war, for legislation is more and more directed towards differentiation in sex. It is deplorable, but it is necessary because for a very long time man has been in a superior position and it has done him a great deal of harm; by being the master of woman he has become conceited, arro-

gant, egotistical; he has under-rated her and because he has done this she has become unworthy.

"But times have changed since woman began to rebel and I observe now that she need no longer rebel so hard because man, who is not cruel but has been living in a fool's paradise, is slowly beginning to realize that he has missed a great deal by turning his potential mate into a slave. In this America leads. The position of women in your States, in your universities, in your ministry, and your public offices, is the envy of the world.



W. L. GEORGE.

Whose latest book, "The Second Blooming" has just appeared.

and if American women are a little intoxicated with their own success, that is natural enough. As time mellows them I believe that the American nation will come into a very wonderful heritage of millions of women who will be free and know how to use their freedom, who will know how to be equal to man; that is, neither slave nor mistress, who will demand no homage and give no service.

"One more thing I should like to say. It is often suggested that all these changes I wish to induce in the home and the family, marriage, the rights of motherhood, the care of the child, that all these things will destroy poetry and love. It is not true. I wish to make one particular point: that to-day men, having all the money and all the power, are able to tempt women into marriage; therefore they can always have a hideous doubt

as to whether they are truly loved. I would now submit that by making women economically free, and unfortunate marriage remediable, motherhood an honor and a privilege instead of a burden, we will place women in such a position that they will give themselves only for love. In the new republic, when man has foregone the right of raising a slave, he will come into a fullness of love that he has never known because he will be sure that no woman will accept him unless she loves him. I ask the American people whether such a project as that is not worth a great deal of economic adjustment."



THE WAR TAX ON LETTERS.

In reference to the one-cent war tax on letters and postcards, the following notice comes from the Department at Ottawa:—

"A war tax of one cent has been imposed on each letter and postcard mailed in Canada for delivery in Canada, the United States or Mexico, and on each letter mailed in Canada for delivery in the United Kingdom and British possessions generally, and wherever the two-cent rate applies, to become effective on and from the 15th April, 1915.

"This war tax is to be prepaid by the senders by means of a war stamp for sale by postmasters and other postage stamp vendors.

"Wherever possible, stamps on which the word 'war tax' have been printed should be used for prepayment of the war tax, but should ordinary postage stamps be used for this purpose they will be accepted.

"This war stamp or additional stamp for war purposes should be affixed to the upper right-hand portion of the address side of the envelope or postcard, close to the regular postage, so that it may be readily cancelled at the same time as the postage.

"In the event of failure on the part of the sender through oversight or negligence to prepay the war tax on each letter or postcard above specified, such a letter or postcard will be sent immediately to the nearest branch dead letter office.

"It is essential that postage on all classes of mail matter should be prepaid by means of ordinary postage stamps. The war tax stamp will not be accepted in any case for the prepayment of postage."

Beautiful, Entertaining, Illustrated Books for

The Young Folks of Canada

Fresh from the presses of Rand McNally & Co., bookmakers for children, these "Juveniles," representing the latest and best, are sure to prove attractive to the little folks of the Dominion.

\$1.25
Princess Goldenhair and the Wonderful Flower
The Little Lame Prince

\$1.20
Fairy Frolics

\$1.00
Mamma's Angel Child in Toyland
The Butterfly Babies' Book
The Flower Babies' Book
The Rhyming Ring
The Muffin Shop
Flower Fairies

75 cents
Playdays on Plum Blossom Creek
The Sunbonnet Babies' Book

50 cents
Lorraine and the Little People
The Toys of Nuremberg
Jack and Jill, Handy Pandey, Hot
Cross Buns, Tommy Snooks
The Goody-Naughty Book
The Sunny-Sulky Book
The War of the Wooden Soldiers

25 cents
The Dolly and Molly Series
The House That Jack Built
Others in same series at 25 cents:
Mother Cary; A Frog He Would
A-Wooing Go; The Death and
Burial of Poor Cock Robin
Bye-lo Series
Many Other Titles representing the
most Popular Children's Books
on the market

ALL PRICES NET

All profusely illustrated by well-known artists; large, clear type; fine paper; excellent binding

RAND McNALLY & CO., Chicago and New York

Booksellers and Librarians

"GREAT WAR"

By H. W. Wilson,
Author of "With the Flag to Pretoria"
and "Japan's Fight for Freedom."

"WAR OF THE NATIONS"

"ILLUSTRATED WAR NEWS"

"NAVY and ARMY"

"WAR ILLUSTRATED"

"THE WAR"

"BRITAIN'S GREAT MEN"

"RALLY OF THE EMPIRE"

"KITCHENER'S ARMY"

We have in stock the first volumes bound in half leather and cloth. We can also supply separate parts with binders to complete your sets. Second volumes ready shortly.

Prices on application.

IMPERIAL NEWS CO.

254 Lagachetiere Street, MONTREAL

HOW IS YOUR STOCK OF GENUINE

Webster Dictionaries?

Are you ready to meet the demands of an active season?

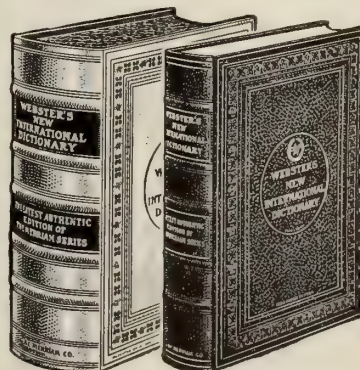
GET THE BEST

Webster's New International

400,000 Vocabulary Terms. New Gazetteer, having nearly
Thousands of other references. 30,000 Subjects.
Hundreds of NEW Words not 12,000 Biographical Entries.
given in any other dictionary. 6000 Illustrations. 2700 Pages.

Regular Edition.—Printed on strong book paper of the highest
quality. Size, 12¾ x 9¾ x 5 inches. Weight, 14¾ lbs.
Eight durable and artistic bindings.

India-Paper Edition.—Only half as thick, only half as heavy
as the Regular Edition. Printed on expensive, thin, strong,
opaque, imported India paper. Size, 12¾ x 9¾ x 2½ inches.
Weight, only 7 lbs. Library Buckram and Full Seal
bindings.



Webster's Collegiate Dictionary

The largest of the
Webster abridgments.
1136 pages. 1400 illustrations. Scottish Glossary. Regular Edition:
Three substantial bindings. Thin-Paper Edition:
Three especially attractive bindings.

Webster's Little Gem

The most complete of
Pocket Manuals. 224
Pages. 16 pages of
Colored Maps.

Write to your jobber
for terms, etc., or
address

G. & C. MERRIAM CO., Springfield, Mass.

Monthly Record of New Books

PUBLISHED BY FIRMS ESTABLISHED IN CANADA.

With a view to saving valuable space and at the same time preserving the alphabetical arrangement of book titles so essential for ready reference, numbers are used to indicate the respective publishers' names. The following are the numbers used and the respective publishing firms to which they refer:

- 1.—William Briggs.
- 2.—Cassell & Co.
- 3.—The Copp, Clark Co.
- 4.—J. M. Dent & Sons.
- 5.—S. B. Gundy.
- 6.—Hodder & Stoughton, Limited.
- 7.—Thomas Langton.
- 8.—The Macmillan Co.
- 9.—McClelland, Goodchild & Stewart.
- 10.—McLeod & Allen.
- 11.—Mussion Book Co.
- 12.—Thos. Nelson & Sons.

Fiction.

- Angela's Business.** Henry Sydnor Harrison. (9) Cloth, \$1.35.
- Arrows of the Almighty.** By Owen Johnson. New edition. (8) \$1.25.
- Bealby.** By H. G. Wells. (8) Cloth, \$1.25.
- Billie's Mother.** Mary J. H. Skrine. (9) Cloth, \$1.35.
- Blue Blood and Red.** Geoffrey Corson. (9) Cloth, \$1.35.
- Contrary Mary.** Temple Bailey. (3) Cloth, \$1.25.
- Flying U's Last Stand, The.** B. M. Bower. (3) Cloth, \$1.25.
- Guns of Europe, The.** Joseph A. Altsheler. (3) Cloth, \$1.25.
- Harbor, The.** By Ernest Poole. (8) Cloth, \$1.25.
- House of the Wolf, The.** Stanley J. Weyman. (2) Cloth, 20c.
- Invisible Event, The.** J. D. Beresford. (4).
- Judgment House, The.** (Reprint.) Sir Gilbert Parker. (3) Cloth, 50c.
- Katy Gaumer.** Elsie Singmaster. (9) Cloth, \$1.35.
- Knave of Diamonds.** (Reprint.) Ethel M. Dell. (3) Cloth, 50c.
- Ladder of Swords.** (Reprint.) Sir Gilbert Parker. (3) Cloth, 50c.
- Ladder, The.** By P. Curtiss. (11) \$1.50 net.
- Mrs. Falchion.** (Reprint.) Sir Gilbert Parker. (3) Cloth, 50c.
- Mrs. Martin's Man.** By St. John G. Ervine. (8) Cloth, \$1.25.
- Mightier Than the Sword.** A. Courlands. (12) Cloth, 20c.
- Moonglade.** By the author of *Martyrdom of an Empress*. (11) \$1.50.
- Red Fleece.** By W. L. Comfort. (11) \$1.25.

- Reluctant Adam, A.** Sidney Williams. (9) Cloth, \$1.35.
- Spray on the Windows** J. E. Buckrose. (9) Cloth, \$1.25.
- Taming of Amorette, The.** Anne Warner. (9) Cloth, \$1.
- Thirty Days, The.** Hubert Wales. (2) Cloth, \$1.25.
- Three Things.** Elinor Glyn. (9) Cloth, 50c.
- Trespasser, The.** (Reprint.) Sir Gilbert Parker. (3) Cloth, 50c.
- Valley of Fear, The.** By A. Conan Doyle. (6) \$1.25.
- Wayfarer's Library.** (4) 1 shilling. The Face of Clay, Horace A. Vachell; Chippinge, Stanley Weyman; The Delectable Duchy, Sir A. T. Quiller-Couch; The Pride of Jennico, Agnes and Egerton Castle; A Jay of Italy, Bernard Capes; Some Literary Portraits, Clement K. Shorter.
- Within the Tides.** By Conrad. (4) \$1.25

Non-Fiction.

- A. B. C. of Gardening.** By Reiford. (11) 50c net.
- Advertising, Selling the Consumer.** By L. L. Mahin. (11) \$2 net.
- America and Her Problems.** By Paul Benjamin D'Estournelles de Constant. (8) Cloth.
- Anglo-Saxon Superiority.** By E. De-molin. (11) \$1.25.
- Austria-Hungary and Poland.** By H. Wickham Steed. (9) Cloth, \$1.
- Belgium, Italy and Switzerland.** By Rev. G. Edmunson. (9) Cloth, \$1.
- Between the Lines in France.** By Franklin T. Ames. (9) Cloth, \$1.
- Boy Problem in the Home, The.** By William Byron Forbush, Ph.D. (9) Cloth, \$1.
- Britannica Series of Books for the War.** A short history of France. (9) Cloth, \$1.
- Cadet of Belgium.** Capt. A. Grant. (11) 75c.
- Cambridge Modern French Series.** Senior Group. Ce que disent les livres. Edited by H. N. Adair, M.A. (4).
- Children of Earth.** By Alice Brown. (8) Cloth, \$1.25.
- Cleared for Action.** By Howard Steele. (3) Poetry. Cloth, 35c.
- Commercial Work and Training for Girls.** By Jeanette Eaton and Bertha M. Stevens. (8) Cloth.
- Crack O'Dawn.** By Fannie Stearns Davis. (Mrs. A. McK. Gifford). (8) Cloth, \$1.
- Deliverance: The Freeing of the Spirit in the Ancient World.** By Henry Osborn Tayler, Litt.D. (8) Cloth, \$1.25.

- Efficiency in the Household.** By G. Franks. (11) \$1.50 net.
- Essentials of English Speech and Literature.** By Frank H. Vizetelly, Litt.D., L.L.D. (9) Cloth, \$1.50.
- Expansion of Russia, The. 1815-1900.** Skrine. Third edition, revised and corrected. (4) \$1.80.
- Faerie Queen Book I, The.** Pitt Press Series. Edmund Spenser. Edited by Lilian Winstanley. (4) 75c.
- Famous Reviews.** By R. Brimley Johnson. (11) \$2.50 net.
- First Campaign in Russian Poland, The.** By P. C. Standing. 35c net.
- Garden of Paradise, The.** By Edward Sheldon. (8) Cloth.
- Gas, Gasoline and Oil Engines, 1915 Edition.** By Hiseox Page. (9) Cloth, \$2.50.
- German World Policies (Der Deutsche Gedanke in der Welt.)** By Paul Rohrbach. Translated by Dr. Edmund von Mach. (8) Cloth.
- Germany and the German Emperor.** By G. H. Perris. (9) Cloth, \$1.25.
- Germany's Case Tried in Court.** By James Beek. (9) Cloth, 50c.
- German War Book, The.** By J. H. Morgan, M.A. (9) Cloth, 75c.
- Hermaia. A Study in Comparative Es-thetics.** By Colin McAlpin. (4) \$3.25.
- History of the War.** John Buchan. History. (12) Cloth, 35c each monthly volume.
- In Defence of Paris.** By Capt. A. Grant. (11) 75c.
- Jacke Jugeler.** Edited with introduction and notes by W. H. Williams, M.A. (4).
- Known to the Police.** Thomas Homes. Sociology. (12) 35c.
- Life of Robert Flint, The.** By D. Mac-Millan. (6) \$3.50 net.
- Maple Leaf Letter Writer.** A Modern Treatise giving Styles and Forms for All Kinds of Letters. (10)
- Mathematical Analysis of Electrical and Optical Wave Motion on the Basis of Maxwell's Equations.** Bateman. (4) \$2.25.
- Modern Warfare.** Henry Smith Williams, M.D., LL.D. (9) Cloth, \$2.
- Montessori Children.** By Carolyn Sherwin Bailey. (9) Cloth, \$1.25.
- New Poems.** By Robert Browning and Elizabeth Barrett Browning. (8) Cloth, \$1.25 net.
- Panama Canal and International Trade Competition, The.** By Lincoln Hutcheson. (8) Cloth.
- Poems.** Maurice Maeterlinck. (9) Cloth, \$1.25.

BLACKIE & SON

will issue as usual a splendid selection of new books for boys and girls.

PICTURE BOARD BOOKS

and a specially attractive line in

LIMP TOY BOOKS

Entirely new and fully coloured.

ALL BRITISH MAKE

Send at once for our catalogue.

Samples carried by all wholesale houses. Orders booked for shipment ex: Glasgow, Scotland—the best and cheapest port for exportation to the Dominion.

BLACKIE & SON LIMITED, GLASGOW, London and Bombay

CANADIAN REPRESENTATIVE:

MR. HAROLD COPP, 33 Richmond St. West, Toronto

Practical Talks in Farm Engineering.

By R. P. Clarkson. (11) \$1 net.

Productive Orcharding. Fred C. Sears, M.S. (9) Cloth, \$1.75.

Productive Vegetable Growing. John Williams Lloyd, M.S.A. (9) Cloth, \$1.75.

Real Turk, The. By Stanwood Cobb. (9) Cloth, \$1.50.

Retail Selling and Store Management. By Paul Neystrom. (11) \$1.50 net.

Romance of Words. By E. Weekley. (11) \$1.

Royal Society's Catalogue of Scientific Papers. New volume. (4) Cloth and Half Morocco.

Russia and the Balkan States. Sir Donald Mackenzie Wallace. (9) Cloth, \$1.

Russia and the World. By Stephen Graham. (8) Cloth, \$2.

Short History of Classical Scholarship, From the Sixth Century, B.C., to the Present Day. With 26 illustrations. By Sir J. E. Sandys. (4).

Short History of Germany. A. Walter A. Phillips. (9) Cloth, \$1.

Sir John French. By Cecil Chisholm. (9) Cloth, 50c net.

Sistine Eve and Other Poems, The. By Percy MacKaye. (8) Cloth, \$1.25.

Sketches in Poland. By Frances Little. (9) Cloth, \$2.75.

Slav Nations, The. Srgjan pl Tueic. (6) 35c.

Songs of Kabir. Translated by Rabindranath Tagore. (8) Cloth, \$1.25.

Table Service. By Lucy C. Allen. (9) Cloth, \$1.25.

Theatre of Ideas, The. By N. A. Jones. (11) \$1 net.

Treatise on the Theory of Alternating Currents, A. By Alex. Russell. Volume L. Second Edition. (4) \$4.50.

War's New Weapons. Baron Hroff Von Dwitz. (9) Cloth, \$1.50.

Wars of the 19th Century. Maj.-Gen. Robinson, C.W., C.B. (9) Cloth, \$1.

When a Man Comes to Himself. By W. Wilson. General. 50c net.

With the French Eastern Army. By W. E. Grey. (6) 35c.

Young Rival Inventors, The. By Gardner Hunting. (9) Cloth, \$1.

Zoology, An Elementary Textbook. Third edition, enlarged and re-written. Shipley and MacBride. (4) \$3.75.



The New York Herald, in its reviews of "Novels of Yesterday," published under the heading *Lest We Forget*, dealt recently, with *St. Elmo*, by Augusta J. Evans Wilson, which was one of the most popular books ever published. Almost everyone read *St. Elmo*; many from curiosity, and, moreover, it is still being read, although why it was so very popular must puzzle the modern novel reader.

MORE ABOUT STREET SELLING.

Important Ruling in Montreal Affecting Selling of Books and Magazines in the Streets.

Following up the article appearing in the March issue of *Bookseller and Stationer* dealing with the street selling periodicals and books in Montreal, the following letter has come from A. T. Chapman, bookseller and stationer of Montreal:

Montreal, March 23, 1915.

The Bookseller and Stationer,
Toronto.

Dear Sir:—

As you have given some prominence to the action of Montreal booksellers and news dealers with reference to the selling of periodicals and books on the streets by unlicensed vendors, in a recent number of *The Bookseller*, you may think fit to record the result of our protest, which has been, as you will see, quite satisfactory.

In connection with this, it is interesting to note that one old woman—a foreigner—who draws sympathy on account of her raggedness and poverty, is a property-owner, and worth at least \$10,000 to-day, and, therefore, well able to pay any reasonable tax or license.

Trusting that our experience may be of service to the trade in other cities,

Yours sincerely,

CHAPMAN'S BOOK STORE.
190 Peel Street, Montreal.

* * *

CITY HALL.

Montreal, March 22nd, 1915.

Department of Privileges
and Licenses.

A. Bienvenu, Supt.

Re Sale of Magazines on the Streets.

A. T. Chapman,
No. 190 Peel Street.

Dear Sir:—

I beg to inform you that six newspaper vendors have been summoned to appear before his Honor the Recorder, to-morrow morning, for refusing to stop selling magazines on the streets without a license.

Instructions have also been given to our inspectors to see that the by-law is complied with in future.

Yours truly,

(Signed) A. BIENVENU.

Superintendent of Privileges and
Licenses.

* * *

CITY HALL.

Montreal, March 10th, 1915.

Department of Privileges
and Licenses.

A. Bienvenu, Supt.

Re Sale of Magazines on the Streets.

A. Chapman, Esq.,
No. 190 Peel Street.

Dear Sir:—

I beg to forward you, as the represen-

tative of the booksellers of Montreal, who recently complained to the civic authorities about newspaper vendors being allowed to sell magazines and books on the city streets without paying any tax whatsoever, copy of a letter which is to be read this evening at a meeting of the Montreal Newsboys' Protective Association, and which explains itself.

Yours truly,

A. BIENVENU,

Superintendent of Privileges and
Licenses.

* * *

CITY HALL.

Montreal, March 10th, 1915.

Department of Privileges
and Licenses.

A. Bienvenu, Supt.

Re Sale of Magazines on the Streets.

Peter Murphy, Esq.,

President of the Montreal Newsboys'
Protective Association.

Dear Sir:—

At your request, I beg to send you, in writing, for the guidance of your members and other interested parties, a summary of Chief City Attorney Laurendeau's opinion on the question of the sale of newspapers, periodicals and books on the city streets:

1.—There is no tax on the sale of newspapers (dailies or weeklies), Canadian or foreign, but the placing of newspapers on the sidewalks is tolerated by the police.

The license of 25 cents imposed on newsboys, aged from 10 to 21 years, at the instance of your own association, is a police permit to prevent the sale of newspapers by boys of tender age, and not a tax.

2.—Magazines of all kinds are books, consequently goods, and cannot be offered for sale or sold, on the public sidewalks, without the payment of a license of \$100, which is the peddlers' tax.

3.—Those vendors who occupy recesses of buildings, or entrance to buildings, or steps or window sills, all of which is private property, and who are in a position to carry on their business entirely on private property—that is, by standing on this private property and not on the sidewalk at all, may sell magazines or books or other goods on payment of a business tax, the rate of which will be fixed by the city assessors in May.

Those who cannot do so, for want of space on private property to stand on, although their stock may be on window sills or steps, outside the street line, are liable for the peddlers' license, and will have to restrict themselves to the sale of newspapers, if they do not wish to pay the license.

The law applies to everybody, and no

(Continued on page 68.)

MG&S Spring Announcement MG&S

The Enemy

By George Randolph Chester and Lillian Chester

and he shows us that "The Enemy" is always with us, smiling, merry and apparently careless, but always ready to grab for his victims and pull them down into the whirlpool, on the edge of which you find the Fifth Avenue restaurants and at the bottom of which you will find Mike Dowd's "sink."

This is a vital, compelling novel and the reader will follow with breathless interest the struggle of the hero, Billy Lane, and his friend Bow-Wow, with "The Enemy"—will learn who helped them and whether or not one or both of them win out. Eight illustrations by A. B. Wenzel, Wrapper in Color, \$1.35.

The Seas of God, Anonymous. Frontispiece in colors, \$1.35.

Here life, environment, human nature? Which had the strongest influence upon the destiny of the tenderly reared Southern girl adrift on the seas of God?

The Cocoon, by Ruth McEnery Stuart, \$1.

A delightful fantasy written by that past mistress of her art Ruth McEnery Stuart, who had endeared herself to millions of readers by her stories of Southern life.

Three Things, by Elinor Glyn. Frontispiece by G. Edlbeck, 50 cents net.

Mrs. Glyn's latest book is the mature expression of a worldly and wise woman's view on the deeper problems of present-day existence.

Mother-craft, by Sarah Comstock, eight illustrations, \$1 net.

Have you ever known the fear that grips the heart when the odds pile up against some one you love—or felt the futility of a sacrifice that results only in a little grave? Then think of the 200,000 mothers needlessly bereft each year and help to stem the tide, to push it back toward a good chance for life to every little wanderer in our shores. The articles in Mother-craft are practical, authoritative, hopeful, and show clearly, simply that just plain common sense and a little thought must take the place of mere instinct.

Indoor Games for Awkward Moments, by Ruth Blakely. Illustrated, \$1 net.

The latest guide to good times at home, for young and old, for all occasions. With this new book at hand one never need be puzzled how to entertain your friends at home. It is especially valuable to those arranging church or school entertainments or socials.

The Small House for a Moderate Income, by Ekin Wallick, eight colored plates and numerous illustrations, \$1.25 net.

It is the intention of this book to promote the building of small suburban or country houses at small cost. Comfort, convenience, economy and artistic merit are the important points considered in all of the twenty designs, which are profusely illustrated with exterior and interior illustrations in color and black and white. The book will appeal to people of taste and artistic appreciation, who are seeking good designs and ideas for inexpensive houses.

Inexpensive Furnishings in Good Taste, by Ekin Wallick, eight colored plates and numerous illustrations, \$1 net.

This book gives the reader many new hints on attractive interior arrangement. The living-room, dining-room and bedroom are treated individually, and illustrations are shown of each room complete in its furnishings, as well as cuts of each piece of furniture that is used. The many problems of house furnishing are thoroughly discussed.

The War Terror

By Arthur B. Reeve

international detective novel. Here is a strange series of adventures, more than one of which might have caused important changes in current history if Craig Kennedy had not succeeded in his efforts. A most stirring, exciting series of events throughout the volume. Illustrated, \$1.25.

Craig Kennedy, scientific detective, reveals secrets of the European conflict in a great in-

The Unknown Country

By

Coningsby Dawson

"When men's bodies go to sleep their souls cross the borders into the Unknown Country, and they recover all they have lost and gain all they have hoped for—that is best."

An exquisite story of the rare love of a brother and sister whose wanderings take them to remote corners of the world.

Four illustrations, 50 cents net.

Net by Bread Alone, by Harvey W. Wiley, M.D., photogravure frontispiece, and four illustrations, \$2 net.

Inasmuch as the physical environment of the body influences very strongly the mental and moral traits of the individual, it is easy to see how the diet must exert a profound influence on the character of the individual. Experience has shown that many of the faults of nutrition result in the production of grave injury to the body, the development of particular and distinctive diseases and the limitation of growth and activity. The presentation of these fundamental facts of nutrition in language which the intelligent layman can fully understand will certainly do much good.

Four on a Tour in England, by Robert and Elizabeth Shackleton, profusely illustrated from photographs taken by the author, boxed \$2.50 net.

The Shackletons have scored another success—the most unique travel gift book of the season—a book of wider appeal, greater interest than anything they have done before.

California, The Wonderful, by Edwin Markham, illustrated, \$2.50 net.

California, her history, her people, her vastness, her romance, her riches, her resources, her valley loveliness, her mountain glory, her commercial greatness, her expanding hopes, with glimpses of Oregon and Washington, her northern neighbors. Just the book every person intending to visit the Panama Exposition should first read as the best preparation for thoroughly enjoying the trip.

1001 Tests of Foods, Beverages and Toilet Accessories, by Harvey W. Wiley, M.D., \$1.25 net.

The kind of reference book that housewives have been asking for. If any given product is good the book says so, and why. If bad, it says so, plainly and why. It scorchingly criticizes certain well-known articles. It warmly and judiciously praises some quite obscure products. It gives the wise word of counsel on many things the housewife wants to know.

The Pure Food Cook Book, Good Housekeeping Recipes, edited by Mildred Maddocks, with an introduction and notes on foods by Harvey W. Wiley, M.D. Over seventy photographs, washable linen finish cover, \$1 net.

Just how to buy, just how to cook! This is, therefore, more than a "cook book," yet considered merely as such it will be found to possess new features of practical value in addition to its wealth of tested recipes.

Modern Warfare

By Henry Smith Williams, M.D., LL.D.

Here is the only book that describes how human ingenuity has gone in its endeavor to find more and more effective weapons for the killing of men, until the range of projectiles is measured in miles, the power of explosives is appalling, the cost of armaments prodigious beyond the wildest dreams of ancient spend-thrift governments, and the toll of human lives ghastly beyond the wildest nightmare of an Alexander or a Caesar or a Genghis Khan. And assumedly it is not a story lacking in human interest.

Sixteen pages of photographic illustrations, \$2 net.

SEND FOR COMPLETE LIST TO-DAY.

Hearst's International Library Co., New York

McCLELLAND, GOODCHILD & STEWART, Limited
PUBLISHERS 266-268 King Street West TORONTO

EXCERPTS FROM WAR BOOKS.

To Aid in Indicating for Readers the Nature of the Books in Question.

From "Kitchener," by Harold Begbie.—"A German officer who accompanied the British troops in Egypt said of Kitchener: 'Personal danger does not seem to exist for him, although he has nothing whatever of the braggart about him. His entry into Omdurman was madly venturesome, but there was something almost comic about his calm, when, for instance, he lit a cigarette, carefully considering which way the wind blew, while bullets were whizzing all around him, and this, in case, is not playing to the gallery; it is simply the man's natural manner.'"

* * *

Dr. Sarolea's Book.

The writer of "How Belgium Saved Europe," Dr. Sarolea, is the Belgian consul in Edinburgh. Here is a significant paragraph from the book:

"The Belgian war was a crusade of civilization against barbarism, of eternal right against brute force. . . . In theological language, Belgium suffered vicariously for the sake of Europe. She bore the brunt of the struggle. She was left over to the tender mercies of the invaders. She allowed herself to be come a battlefield in order that France might be free from becoming a shambles. She had to have her beautiful capital violated in order that the French capital might remain inviolate. She had to submit to vandalism in order that humanity elsewhere might be vindicated."

* * *

From "The Personality of the Kaiser," by Charles Tower:—"So, then, in this rarer atmosphere which lesser men could not breathe, he accounts himself an interpreter of the Divine will, high priest of the Most High, and feels it no blasphemy to exclaim when the unknown God seems to crown the standards of Imperial Germany with victory, 'How Wonderfully God Has Wrought for Wilhelm!'"

* * *

From "Love Letters of a Soldier," by May Addington: "I just heard a voice—a real beautiful Irish voice . . . saying, after looking around for those left, 'Now then, you three men, form fours.'"

* * *

What the Soldiers Say.

"Stories and Letters From the Trenches" vividly depicts what those at the front who are doing the actual fighting, think of the conflict, and what they experience in the way of hardships and the unusual adventures which show the calibre and character of the contestants.

The book contains letters from soldiers in the field describing many features of the various campaigns, the descriptions coming from representatives of widely differing classes of society. They include missives penned or scribbled by nobles and members of the royal families, high military officials, Socialists, tradesmen, skilled workmen, and writers who, in peace times, have been more expert with the farmhand's scythe or manure fork, or with the street cleaner's broom than with the pen that is supposedly mightier and certainly to them more unwieldy, than the sword.

Some of the greatest present-day poets and novelists are in the field, and that, too, serving in humble capacities, taking their risks side by side with the men in the ranks or as non-commissioned officers and sharing the daily routine of the common soldier's life.

In the letters written by high and low alike, there is to be noted a certain theatrical consciousness of the stage on which is being fought the greatest battles of history.



BOOK LISTS RECEIVED.

A catalogue of books from Collins' Clear-Type Press, with its foreword devoted to Christmas booklets as being a most appropriate form of Christmas greeting, there being recently added lines at different prices.

Special prominence is given to the Nation's Library, comprising books dealing with live problems of to-day discussed by able exponents in books of 264 pages.

The Collins list features several editions of Shakespeare in sets of six volumes and forty volumes, and other prominent series are the illustrated pocket classics in thin paper edition, with cloth and leather bindings; Collins' 7d. modern fiction, as well as many varieties of juveniles and books for children, atlases, dictionaries, prayer and hymn books and Bibles.



From "Martha of the Mennonite Country": "She's my third wife a'ready. I had poor luck with my wives so far; they died off fur me so! Now this here one I'm tryin' to keep oncet. I use her good. Yes, she has pretty much her own way." This was an observation by John Miller, "the mister," referring to "the missus." As to Martha who, up to her emancipation, was the household drudge, Mrs. Miller says: "Martha's our second wife's daughter. Our first wife didn't have no children, and me, I have my Johnny."

Saskatchewan Library Association

Movement to Provide Rural Libraries to Place Every Resident of Province Within Reach of Free Library.

ORGANIZED at the time of last year's Saskatchewan Educational Convention the Saskatchewan Library Association held its second annual convention in the Collegiate Institute, Yorkton, this last month.

All the officers of the association were re-elected for the ensuing year, as follows:—

Honorary President—John Hawkes, Provincial Librarian, Regina.

President—A. W. Cameron, B.A., Collegiate Institute, Saskatoon.

Vice-President—A. H. Gibbard, B.A., Public Library, Moose Jaw.

Secretary-Treasurer—J. R. C. Honeyman, Public Library, Regina.

Councillors—J. H. Galloway, B.A., Indian Head; A. Kennedy, M.A., Weyburn; G. A. Brown, B.A., Prince Albert.

At the opening session some very interesting information regarding traveling libraries in Saskatchewan was given by Provincial Librarian John Hawkes. Two years ago the Government had been approached to do something towards providing library facilities for the outlying districts and hamlets of Saskatchewan, and to meet this need the Public Libraries Act was amended at the session of 1913, and the traveling libraries were brought into being. A grant towards the work was made at that session and the following year \$3,000 was voted towards it. To date 46 libraries of 50 volumes each have been placed at various points in the Province, but the funds available have proved totally inadequate to meet the demands. There are now 150 applications on file for traveling libraries which cannot be dealt with until more funds are available.

A resolution was unanimously adopted that at least \$3,000 should be set apart each year for this purpose by the government.

Free Libraries for All.

President Cameron was of the opinion that in directing its energies towards the establishment of free libraries for all the people of the Province the rural municipalities should be made the unit of distribution. Certain points in each rural municipality could be selected as library centres and in this manner the whole Province could be covered and every residence placed within reach of a free public library.

*The
Most
Laughable
Satire
Ever
Produced*

By the Author
of
"BUNKER
BEAN"

How Ruggles, valet to the Honorable George, was lost to the American Johnnies in a game of "drawing poker," and the strange adventures that befell him among the "cow persons" of Red Gap.



The Honorable George and the
"Cow persons."


RUGGLES of RED GAP

By Harry Leon Wilson



Ruggles captivates the Red Gap smart set.

Ruggles, late valet to his lordship the Honorable George, is the latest commentator on the life and customs of "Our America."



Ruggles captivates the Red Gap smart set.

Nobody in Red Gap, Washington ("named after the rebel, George Washington"), had ever had an English valet, and Mrs. Effie expected thereby to establish forever her claims to the social leadership of "the fastest growing town in the State." Moreover, there was the impossible Cousin Egbert to reform, that degenerate person variously known to his associates as "Sour-dough," "Shellback" and "Horned Toad."

"Colonel" Ruggles tells his own story of his journey to Red Gap, across the great American "steppes," of his adventures with the "cow persons" and that deadly animal the "high behind," and of his meteoric rise to be the leader of Red Gap Society, with a naivete that is deliciously funny.

This is Harry Leon Wilson's first book since "Bunker Bean" took the country by storm three years ago. Out March 26th.

Illustrated by F. R. Gruger, Net \$1.25

RUGGLES OF RED GAP.

The novel is clever, very well written, with many quotable passages, quaint sayings, and abundant humor, and contains a good deal of truth for all its exaggerations.—*N. Y. Times.*

... POLES OF RED GAP.

Mr. Wilson deserves a vote of thanks for this roaring farce, which he maintains at its top level of fun through nearly four hundred pages.

One laughs incessantly from beginning to end. The book is robust, wholesome, hearty fun.—*The New York Tribune*.

RUGGLES OF RED GAP.

Harry Leon Wilson is a public benefactor. Let whose questions this statement read "Ruggles of Red Gap" immediately and forthwith.

A good story, a genuine story, deliciously naïve and deliciously amusing.—
Chicago Herald.

TORONTO:

McCLELLAND, GOODCHILD & STEWART

PUBLISHERS

— 4 —

266-268 King Street West

Selling Suggestions for the Camera Department

Cameras and Necessary Accessories in Strong Demand—Something About Albums, Cut-Out Mounts, Print Toning, and a Treatise on Tripods.

WITH the arrival of spring the amateur photographers are showing renewed activity and this will gather force in the next few months, consequently those dealers who are alive to the wonderful opportunities of the camera and photo supply business are now prepared or preparing for the photographic trade harvest time, and the reaping in of the dollars will proceed throughout the spring and summer months. The book and stationery dealers who have not yet added this branch should do so at once because by not adopting this course they are missing a goodly volume of business which they can have without interference with the regular book and stationery business but which will in fact benefit those departments by reason of fact that many people will visit the store who, in the ordinary course would not have occasion to do so.

Besides cameras themselves and the necessary equipment and supplies there are various supplies which are capable of wonderful sales development on the part of the dealer. Albums for photographs for instance, are not absolutely necessary to the devotee of the camera but they are so commendable as receptacles for the prints that most amateurs want them, and so strong has the demand become that the business in these albums alone has assumed such large proportions that with certain manufacturers they form the chief items of the concern's output.

There will remain, of course, the demand for separate mounts, and what has been said of these is true of mounts as well.

A Word for the Cut Out Mount.

Cut out mounts have been in disfavor for some few years, to judge by the leading exhibitions. For pictures that are to be framed, they may not be so suitable as the plain sheets of paper or card that are now so extensively used; but for prints to be kept in portfolios there is something to be said in their favor. They are a complete protection against the face of one print getting rubbed by the back of another, which may soon cause serious injury. Curiously enough, the comparatively delicate surface of a platinum print is less likely to get injured than the coated surface of p.o.p. The collodion self-toning papers, which enable some very delightful tones to be obtained, are particularly prone to damage in this way. A

sheet of tissue paper over the face of each print is some protection; but nothing else comes up to the cut out mount in this respect.

Toning Prints Promptly.

There must be a great deal of sensitized paper wasted in the course of a year from the toning of the prints being deferred until they have deteriorated to such an extent that they are no longer worth toning at all. Even the postponement of the toning for a day after printing will cause the results to be inferior, while after they have been carried about in the pocket for a few days it is impossible to get good results with them.

About Tripods.

Dealing with the subject of tripods, a writer in the *Amateur Photographers' Weekly* asserts that even the most confirmed hand camera user will find that it will work out greatly to his advantage to have a tripod. Arguments which he brings to bear on the subject will be of interest to amateur photographers generally, and to dealers because of the suggestive value in helping them to sell more tripods.

"There seems to be a tendency," says the writer, "to give more thought to the selection of the view-point and the arrangement of the subject generally when this is done, than when snap-shooting is the method employed.

The tripod is not only the most portable form of stand that can be devised for general use; it is the most mechanically correct. It is strange that three-legged tables are not more frequently met with. The tripod system of support means that the object stands firmly on any surface; whereas with anything on four legs, unless the legs are all exactly the same length and the floor is perfectly even, very rarely the case, the affair is unsteady.

As far as rigidity is dependent upon design, there is generally not much fault to be found with the stiffness of the legs themselves. When they are clamped up, as intended for use, they are usually firm enough, the downward pressure of the camera tending to make the joints firm. It is at the junction of the legs with the head that there is most likelihood of shake; in fact, this is the point of weakness of all tripod design, since a very little play here will allow a great movement of the camera.

Metal tripods are in a class apart.

With them the head is reduced in size to the very minimum, for reasons of portability. Tested in the ordinary way, therefore—by opening the tripod out, placing the hand on the top of the stand with a little pressure, and turning it backwards and forwards on the head as a centre—tripods are found to have a good deal of play, even with the best of them. There is no way of avoiding this; it is best to recognize it, and to remember that, while such light and compact stands are very useful in allowing time exposures to be given with small hand cameras, they will not hold an instrument of any size steady in a breeze. It is the function of the metal tripod to provide a stand for occasional use with a small camera; for regular work in 5 x 7 or larger sizes a wooden stand is very much to be preferred.

When the camera is tilted a great deal, it will sometimes be found that the steadiest position is obtained by pulling the front leg back between the others. On uneven ground the sliding part of the legs should be used, when there is one, rather than putting the legs at very different angles to get the required level. The angle at which the legs are placed affects the steadiness of the whole very much. It will be found that the camera is firmest when the legs are opened out so that the space between the points of any two legs is a little less than the length of the leg itself. For work in which the camera has to be at a very low level, either a specially short tripod should be provided, or the legs should be used folded at one joint, "on their knees," as we have heard it expressed.



BOOK DEALERS AND STREET DEALERS.

(Continued from page 64.)

exception will be made in any case. The question has been fully discussed by the Board of Commissioners and instructions given to this department to see that the by-law is complied with without any further delay.

As all the interested vendors have already been notified, Monday, the 15th instant, is fixed as the limit of the delay that can be granted for compliance with the law.

Yours truly,

A. BIENVENU.

Superintendent of Privileges and Licenses.

SHEET MUSIC AND MUSIC BOOKS OF THE BETTER CLASS

We are sole representatives in Canada of the leading English music publishers and carry a very complete stock of standard publications for educational and general use.

NEW SONGS, PIANO MUSIC, VIOLIN and ORGAN MUSIC, ANTHEMS and CHORUSES in great variety. Liberal discounts to the trade.

ANGLO-CANADIAN MUSIC PUBLISHERS ASSOCIATION, Ltd.

ASHDOWN'S MUSIC STORE

144 Victoria Street, TORONTO

Hold the line



(Registered.)

Here's the line to hold—
John Heath's Telephone
Pen. You will not hold it
long because it sells so
quickly. There's quality
about it. It writes
smoothly, never corrodes,
and lasts long. Get con-
nected with the Telephone
Pen for quick sales.

Supplied by all
the leading
wholesale houses
in Toronto and
Montreal.

London (Eng.)
Export Agency,
8 St. Bride St.,
LONDON, E.C.

The McKinley Edition of Ten-Cent Music

will always hold first place as an Edition of Standard, Classic and Teaching Music.

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the Teacher, Student and the Accomplished Musician.

It has proved itself, to thousands of dealers, to be the best foundation for a sheet music department.

Every copy of The McKinley Edition sold means a profit of over 200% to the dealer.

The McKinley Edition (Revised for our Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a "Trade Bringer" is the catalogues bearing the dealers' imprint which are supplied with both of these Editions. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and Particulars to-day.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House" in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET

5,000 Facts About Canada

BY FRANK YEIGH

The 1915 War-Year Edition is Out

and selling better than ever. The News Companies report larger orders and an increased number of buyers, and our printers have been kept on the jump to meet the demand.

The new issue is a **Big Improvement** over former ones: an attractive cover, an up-to-date map, better paper, and more Facts.

The dealer who doesn't keep it in stock is out of the procession. You may get in easily by ordering from your news company.

CANADIAN FACTS PUBLISHING COMPANY

588 HURON STREET

TORONTO, CAN.

P.S.—A new and popular edition of Mr. Yeigh's book, "Through the Heart of Canada," is out. Retail at \$1.25. The only comprehensive work on the Dominion by a native-born Canadian. Beautifully illustrated.

New Goods Described and Illustrated

HOW many kites did you sell last year?

This is a line that goes well when their sale is pushed, but in some towns this effort is almost nil because the small boy is left to construct his own kite with, perchance, the assistance of "Uncle John." Several new designs of kites are on the market this year and a good showing of them can be depended upon to increase interest and thus create sales. These kites are made to retail at five cents to half a dollar each.

One of these outfits, when set up, makes a three-foot kite, easily put together by a ten-year-old boy.

Everything needed in the way of materials except paste is rolled inside of each kite outfit, with full directions how to set them up. The belly-band adjusts itself to any amount of wind, and keeps the kite from dodging. This kite can be set up from the hand and is a high flyer. Any number of kites can be set up by attaching each to the main string.

The "Blue Hill box kite" is an exceptionally strong model, similar to the popular naval box kite. It has a bright red muslin body. This kite is capable of going a mile in the air. Its size is 30 x 20 x 10 inches.

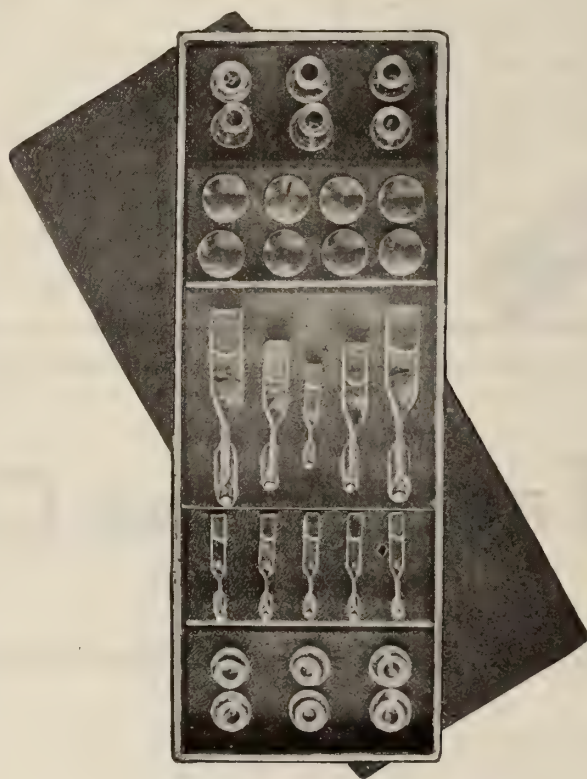
Another new kite, the "Ben Franklin," consists of one main and two cross sticks and heavy glazed red, white and blue paper; furnished complete with strings ready to be set up. Size, 35 x 35 inches. This kite flies without a tail.

The Ben Franklin kite reel is entirely new and fills a long-felt want. It is made of white wood and is fitted on the end with a strong metal loop for the kite-line to run through. The turning handle is so arranged that the kite can be let out or drawn in at will. Attached to end of handle is a cord loop, which when worn around the wrist prevents the reel from being pulled away if the hand becomes tired.

The Blaisdell Paper Pencil Co., of Philadelphia, have put out several new numbers in their line of pencils, including one with an extra thick lead, intended for checking purposes, which is in-

tended to appeal especially for use by shipping clerks, as well as in banks and by auditors. The makers claim for it that it will outlast and outwear ten to a dozen ordinary lead pencils.

Through the courtesy of Buntin, Gillies & Co., this department is able to present this month an illustration of the new handy household package of Moore's Products. It contains six each pushpins,



in two sizes, brass tacks, pushless hangers and two each hangers No. 27 and No. 28. This box retails at 50c and the point is made that as a boon to householders, retailers will find it a line that will bring ready sales in response to aggressive effort.

The Submarine in Toyland.

A clever toy just introduced by The Fancy Goods Company consists of a submarine and a Dreadnought. The latter is so constructed that the deck and fittings are loose, and below deck is a spring which is released when a projectile fired by the submarine hits a vulnerable spot on the side of the Dread-

nought, the result being that deck, together with funnels, mounted guns, and other deck fittings, fly higgledy-piggeldy into the air in prodigious confusion and to a surprising height. Needless to say it is one of the sensations of the season in toyland.

The Sentinel Index Co., of New York, has just put out a combination telephone and general index, which is made with loose leaf, having cloth hinges, and provides over 500 names and addresses. Each leaf is made with an alphabetical index card, which gives at a glance the information or telephone which is wanted. The base of the index is made with wood, or can also be had in metal. In Canada this will be a line to retail at \$1.00.

A new educational toy that is receiving favorable attention in the United States is known as the "Arteasy," being a device which actually teaches how to make correct reproductions of drawings of any picture, shading and coloring to be added.

With the use of the specially-prepared glass, which is placed upright in the centre of the outfit, every line and every dot is carefully reflected upon the paper, card or canvas, upon which the picture is to be drawn.

New items added to the line of Boorum & Pease Manufacturing Co. are duplicate folding, clipping and package receipt forms. In these books the pages are perforated in the centre. The half-page to the right of the perforation when folded to the left shows the same cut of form as on the other half. By the use of the carbon sheet a duplicate copy is made to be retained in the book. Each book has 100 leaves, the pages being 3½ x 8¾ inches in size. They are bound in full back, with titles stamped on the cover page.

NEW COMMERCIAL LABELS.

Some original ideas have been worked out in new seals for commercial use, specimens of which have come to Book-seller and Stationer from S. Gilmartin, of New York. One of these is called the easy reply sticker to replace reply en-

BOOKSELLER AND STATIONER

READY IN MAY



THE HONEY BEE

BY
SAMUEL
MERWIN
A
NOVEL

A powerful story of a beautiful honey bee in the hive of American business. On her first vacation she feels stirring within her a yearning for the experience of love and all the heritage of woman. There is a great man of affairs to teach her the taste of strange, intoxicating honey. There is another man — a fighter who will be good for your soul

McLEOD & ALLEN
TORONTO
Selling Agents for Canada

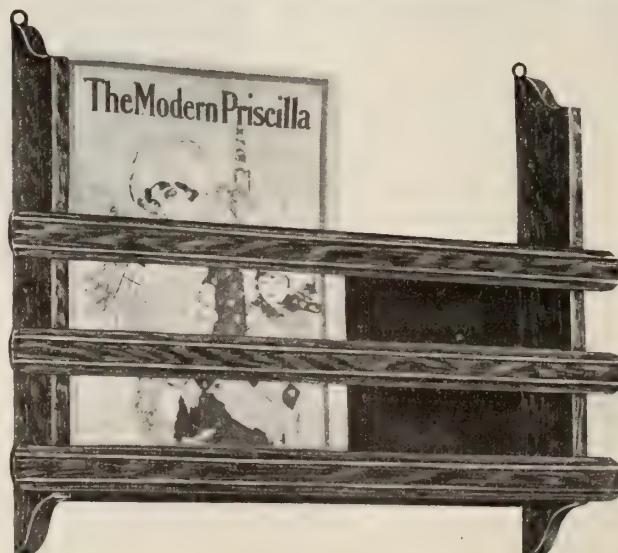
THE BOBBS-MERRILL COMPANY
PUBLISHERS

velopes, which are so frequently disregarded, firms preferring to have all their letters go out in their regular envelopes bearing the firm name in the corner. These labels are perforated near the left end, thus providing means of pasting the label to letters going out, and that small section bears these words: "Tear off and stick on your envelope." Other correspondence seals include "courtesy" seals, such as one showing a cavalier bowing acknowledgments and bearing the words: "Thank you," to be sent when bills are paid or as acknowledgments of orders. Another for the latter use is worded: "Thank you: we appreciate your business and hope you are pleased." Then for use in requesting payment of bills there is a distinctive little oval seal with a big interrogation mark and the words: "Have you forgotten us?" This is designed to effectively replace the somewhat cold "please remit" request that is habitually used by most firms.



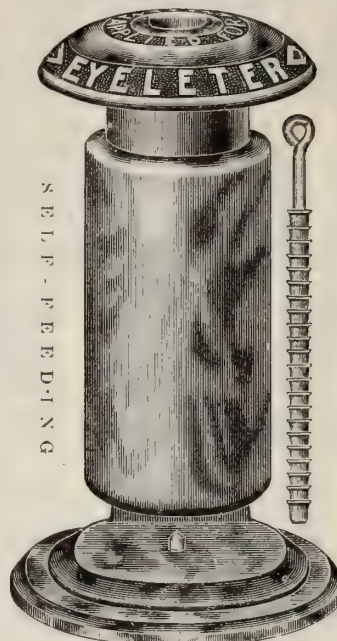
Convenient Magazine Rack.

Among the new items in the Matthews Bros.' line is a magazine rack that would prove a useful adjunct to practically every home; strongly made, and is to be had in almost any desired finish. It is suitable for the den, living room or wherever the reading is done. Not only is a magazine rack a means of preserving magazines from mutilation, and getting lost, but in the store it hangs before the eyes of customers, providing a good advertisement for the magazine department.



A New Magazine Rack.

The device illustrated here is called "The Stronghold Eyeletter." Twenty-five eyelets come strung on a wire, and when dropped in the machine feed automatically.



New Stronghold Eyeletter.

A quick, light blow punches hole and sets eyelet firmly in two to twelve sheets. It can be used on paper, cardboard, cloth, leather, etc. It is 5½ in. high, 2½ in. at base and weighs 2 pounds.

A useful device just introduced by the Progressive Wire Goods Co. of Philadelphia is a telephone bracket which can be fastened to the wall, desk, counter or shelf, establishing a definite place for the telephone, from which it may be easily removed. It has been designed to eliminate a condition which has always been a source of annoyance to the busy man, preventing the telephone from being

knocked to the floor and allowing its wires to pull over ink-wells, and other-

New productions in the line of the American Lead Pencil Co. are locomotive pencils and penholder assortments. The locomotives are reproductions of the famous "Moguls." The pencil assortments contain six dozen round and hexagon pencils, while the penholder assortment accommodates three dozen assorted penholders. They are designed to create interest for display purposes on the counter or in the show windows.

An unique new item in the line of the American Lead Pencil Co. is one which has been named the ribbon pencil. These ribbon pencils are designed for the use of stenographers, each pencil being decorated with a bow of brilliantly colored ribbon. What inspired the bringing out of this new pencil was the practice on the part of stenographers and saleswoman of sticking the pencils they use in their hair, so that the new pencil with its glazed finish and ribbon becomes a combination pencil and hair ornament. The ribbon pencils come in four bright colors with contrasting colored ribbons, and are furnished to the trade packed one dozen on a display card.

From S. A. Daniell, Limited, of Birmingham, England, comes a catalogue of stationers' accessories, including lever embossing presses for stamping private and commercial notepaper and envelopes, official seals for the use of limited companies, syndicates, public bodies; copying presses, copying press stands, copying books, water wells and damping brushes, steel dies for plain embossing and relief stamping, seals for wax, die stamping presses and outfits.

The Chas. Clark Co., of New York, have just put out a new assorted cabinet of 1,000 tally cards, including 40 designs, and a companion cabinet of guest cards with the same number of designs.

The Blaisdell Paper Pencil Co., of Philadelphia, have put out several new numbers in their line of pencils, including one with an extra thick lead, intended for checking purposes, which is intended to appeal especially for use by shipping clerks, as well as in banks and by auditors. The makers claim for it that it will outlast and outwear ten to a dozen ordinary lead pencils.



A TIPPERARY PUZZLE.

One of the interesting new items introduced this year is "The Tipperary Puzzle," which the jobbers are now featuring. Being fascinating in itself, and involving military ideas, it is a timely offering which may suitably be called a war specialty.



AN INVITATION

A beautiful exhibit showing in miniature the most interesting operations in a paper-making plant and the most interesting processes in connection with the manufacture of fine social stationery, is being operated by us at the Panama-Pacific International Exposition.

Should you attend the Exposition you are cordially invited to visit our booth which is located in the Palace of Varied Industries at the N. E. Corner of Avenue A. and Fourth Street.

Eaton, Crane & Pike Co.
Pittsfield, Massachusetts
Toronto Office: 266-268 King St. W.

"All intelligent citizens should read Mr. Beck's admirable argument."—*London Spectator*.

The Evidence in the Case

By James M. Beck, LL.D.

Late Assistant Attorney-General of the U.S., with an introduction by Joseph H. Choate, Late U.S. Ambassador to Great Britain.

A discussion of the moral responsibility for the war of 1914, as disclosed by the diplomatic records of England, Germany, Russia, France and Belgium.

At All Booksellers.

G. P. PUTNAM'S SONS, Publisher
2-6 WEST 45th STREET NEW YORK

Austria-Hungary and the War

By ERNEST LUDWIG

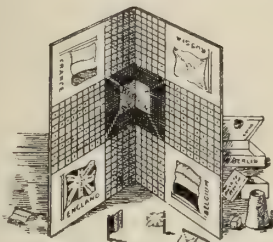
I. & R. Consul for Austria-Hungary, in Cleveland, Ohio, with preface by His Excellency Dr. Konstantin Theodor Dumba, Austro-Hungarian Ambassador to the United States.

The first book published here or in Europe, on Austria-Hungary and the war.

The particulars of the Sarajevo trial are ably presented and have never before appeared in print.

12mo. 224 pages, with frontispiece. Price \$1.00 net. Postage 10 cents.

J. S. OGILVIE PUBLISHING COMPANY
57 ROSE STREET NEW YORK



The Dash to Berlin
THE GREAT WAR GAME

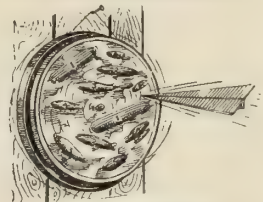
THE BRITISH INDOOR GAMES CO.

97, Queen Victoria Street LONDON, ENGLAND

Sole Proprietors of the



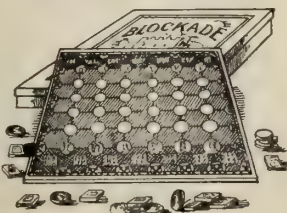
ZEPPELINES and
AEROPLANES



AN ORIGINAL
GAME OF SKILL

BEG TO ANNOUNCE THAT THEIR REPRESENTATIVE, MR. T. D. DADFORD, WILL BE TOURING CANADA AND UNITED STATES DURING MAY, JUNE AND JULY, WITH A COMPLETE RANGE OF THEIR GAMES AND TOYS. HE WILL VISIT THE FOLLOWING CITIES AND WILL BE STAYING AT THE UNDER-MENTIONED HOTELS:—

BLOCKADE

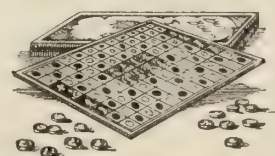


A GAME OF
REALSKILL

The Halifax	Halifax
The Queen	Montreal
The New Russell	Ottawa
The Carlaw Building	Toronto
The Royal	Hamilton
The Tecumseh	London
The Palmer House	Chicago
The Adams House	Boston
G. P. O.	Philadelphia
G. P. O.	New York

A card of appointment will be appreciated.

BUSY BODIES



BRIMFUL
OF FUN

H. G. Wells Tells His Own Story

Many Facts About His Life Which Are New to Canadian Readers—His New Novel Appears This Month.

IN the preface to a Russian edition of his novels, H. G. Wells "explains himself," giving in the course of the article many facts of his life with which Canadian readers, to say nothing of the Russian, are not familiar.

"I was born in that queer indefinite class that we call in England the middle class. I am not a bit aristocratic; I do not know any of my ancestors beyond my grandparents, and about them I do not know very much because I am the youngest son of my father and mother and their parents were dead before I was born. My mother was the daughter of an inn-keeper at a place called Midhurst, who supplied post horses to the coaches before the railways came. My father was the son of the head gardener of Lord de Lisle at Penhurst Castle in Kent. They had various changes of fortune and position; for most of his life my father kept a little shop in a suburb of London and eked out his resources by playing cricket. His shop was unsuccessful and my mother, who had once been a lady's maid, became, when I was twelve years old, housekeeper in a large country house. I was destined to be a shopkeeper. I left school at thirteen for that purpose and was apprenticed first to a chemist and, that proving unsatisfactory, to a draper, but after a year or so it became evident to me that the facilities for higher education that were, and still are, constantly increasing in England offered me better chances in life than a shop and comparative illiteracy could do; and so I struggled for and got various grants and scholarships that enabled me to study and to make a degree in science and some mediocre honors in the new, and now great and growing, University of London. My chief subject for graduation was comparative anatomy, and the professor in whose laboratory I worked was Professor Huxley.

"After I had graduated I taught biology for two or three years and then became a journalist, partly because it is a more remunerative profession in England than teaching, but partly also because I had always taken the keenest interest in writing English. Some little kink in my mind has always made the writing of prose very interesting to me. I began first to write literary articles, criticisms, etc., and presently short imaginative stories, in which I made use of the suggestions of modern science. There was a demand for this sort of fiction in Great Britain and America and my first book, published in 1895, attract-

ed considerable attention and, with two of its successors, gave me a sufficient popularity to enable me to devote myself exclusively, and with a certain sense of security, to purely literary work."

Wells' last novel was "The Wife of Sir Isaac Harmon," and another recent work of his was "The War That Will End War." His new novel, "Beatby," appears this month. This gives an idea of what a busy writer Wells is.



"Printed Motion Pictures"

That is the Way Dr. Frederick Taber Cooper Characterizes the Novels of Harold Bell Wright and Accounts for Their Popularity.

THE best selling book in the United States for the past six months and still a good leader is "The Eyes of the World," which was first in Canada, but which in this country has been obliged to take second place with the appearance of the new Ralph Connor book, "The Patrol of the Sun Dance Trail."

In the New York Bookman Dr. Frederick Taber Cooper had an interesting study in which he analyzes the secret of Harold Bell Wright's success.

Melodrama, exaggeration, sentimentality, mawkishness, emotions laid on thickly like jam, sentimentalized theology—these are some of the ingredients of Harold Bell Wright's art, according to Dr. Cooper. He sums up the Wright "conundrum" by comparing him to the Salvation Army:

"His style is largely suggestive of the drum and the tambourine, his attitude is the uncompromising attitude of the revivalist, he ruthlessly divides his sheep from his goats, omnipotently thrusting the latter into outer darkness. And because so many people are still secretly old-fashioned in their beliefs, still look upon our big cities as modern Sodoms and Gomorrah, they find his hectic denunciations of the sins of society as soul-satisfying as our puritan ancestors found the fire and brimstone of the Sunday sermon. . . . The daring abduction and brave rescue, the deadly struggle on the narrow ledge, the gun-shot from an ambush in the nick of time,—how many times we have been unsophisticated audi-

ences at a 'Nickelodeon' thrill at the silent flashing forth of these lurid happenings. Perhaps after all that is part of the secret of Mr. Wright's success. He writes badly, he is blatantly, even grotesquely, false to life, his technique is a thing to weep over,—but somehow or other he does make the reader see. It is a common platitude of the stage that an audience believes the most incongruous, impossible things because it sees them happen. Well, that is the way with Harold Bell Wright's printed motion-pictures. We see them happen."

This, however, is not a circumstance to the following criticism of Wright by a veteran bookseller whom Dr. Cooper quotes:

"It is no mystery at all, just a matter of sheer advertising, like selling patent medicines or breakfast foods! Take any novel. I don't care how good or bad it is, and use the same methods, advertise it as widely and persistently, give away as many presentation copies in special leather binding to the retail dealers, accompanied by nice little personal letters, saying that here is a book that you are sure will appeal to them and that they will be glad to recommend to their customers—and I will guarantee that you will get similar results."



German Spies in England. William Le Queux. Toronto: Thomas Langton. Cloth.

The writer claims, and no doubt with excellent reason, that "few men have been more closely associated with or know more of the astounding inner machinery of German espionage in this country and in France" than he, and what he has to tell us in these exciting and arresting pages is naturally well worth the most serious attention. The many particulars he gives are exceedingly illuminating. For instance, it is broadly hinted that when the Emperor came a short time since to Highcliffe Castle, in Hampshire, he brought with him thirty "secretaries," most of whom were probably "spies." A further interesting point is that of wireless telegraphy, and Mr. Le Queux says quite definitely that there are no doubt secret installations in Britain to-day. Perhaps the most remarkable revelation in the book is the long transcript of a speech made by the Kaiser at Potsdam in June, 1908, at a secret council, in which he stated very clearly his intentions to make war upon England, France, and Russia, and later on the United States. A remark of his that "at the end of the coming war the Imperial treasury will be filled to overflowing with the gold of the British and French war indemnities" is not very likely to materialize.



Animal A.B.C. Toy Blocks

Most attractive sellers now on the market. Made up in boxes $6\frac{1}{2} \times 10\frac{1}{2}$ and $8\frac{1}{2} \times 14$. Each set is composed of 24 blocks of light wood covered on both sides with high-grade, 5 colors, lithographed pictures of gripping interest to the juvenile mind.

Write for prices and particulars.

FULTON SPECIALITY CO.

128 FULTON STREET . . ELIZABETH, N.J., U.S.A.



News of the Music Trade

Record of Sheet Music Copyrighted in Canada for the Guidance of Dealers.

Although the following paragraph from the Music Trades Journal advises its readers to compete with booksellers in getting after orders for church hymnals, it is reproduced here for its informative and suggestive value to booksellers:—

We are told that a successful old pork packer pointed out to his son that "it's the exception to the rule you have to keep your eye skinned for in business." The rule seems to be that music dealers do not prove to be in competition with the book dealers in handling hymnals of the different church denominations.

Isn't it possible that some music dealers could be the exception to this rule with profit? A gentleman last January invested \$60 in hymnals. The music dealer with whom he does business might as well have secured that order as not. This year the same man spent \$40 in January on the same kind of books. A choir leader and music teacher, who spends at least \$350 a year with one music house in his city, might have increased that amount in 1914 by another \$50, had his music dealer been open to supply the large hymn books with tunes.

The question is worth looking into. Such music books are legitimate line for the sheet music department to handle.

Claxton's of Toronto, had good success with a phonograph record and sheet music display in which a conspicuous feature was a large poster picturing the popular movie star Mary Pickford. The song thus given prominence was "Sweet-heart of Mine," just out in record form, and besides selling many of the records, the display naturally sold many copies of the sheet music as well.

Sheet music and talking machine records are now all so closely connected that each helps the other. Any dealer who sees he is the loser by not handling sheet music should communicate with the publishers and wholesalers, whose announcements will be found elsewhere in this issue, with a view to getting information on the necessary stock with which to commence.



PHONOGRAPH RECORD FILES

Items that will prove ready sellers if featured in connection with the sale of phonograph records, are three sizes of box record files. The records are filed between twelve numbered guide cards. There are index sheets and gummed numbers for numbering the records. The boxes are made of tough binders' board with reinforced corners.

They come in three sizes, to accommodate twelve-inch, ten-inch and the little 5½-inch records which are creating such a stir as fifteen-cent items.



COPYRIGHTED IN MARCH.

Canadian Mary. By Henry Deans Chapman. (Words and music.) Henry Deans Chapman, Hull, Que.

Drifting. Song. Words and music by A. Leon Hatzan. Arranged by F. E. Bentley. Empire Music & Travel Club, Limited, Toronto, Ont.

Canada's Sons Who Can't Man Your Guns. Words and music by Burt Dayton. Burt Dayton, Hamilton, Ont.

That's What I Think of You. Ballad. Words by Stanley K. Bennett. Music by N. Fraser Allan. Empire Music & Travel Club, Limited, Toronto, Ont.

I'm a Lonesome Melody. Words by Joe Young. Music by Geo. W. Meyer. Kalmar & Puck Music Company, New York, N.Y.

To Berlin and Call on the Kaiser. Song. George Phillips Telford, St. Margaret's Vale, Que., 22nd March, 1915.

Flying Fancies. (Waltzes.) By F. H. Losey. Vandersloot Music Publishing Company, Williamsport, Pennsylvania, U.S.A.

Frolic of the Crickets. Caprice. By Raymond Edwards. Vandersloot Music Publishing Company, Williamsport, Pennsylvania.

You're a Pocket Edition of Your Mother. Words by Ed. P. Moran. Music by Seymour Furth. Whaley, Royce & Company, Limited, Toronto, Ont.

I Love a Soldier in Uniform. Words by Robert Garland. Music by Jean Bonner. Whaley, Royce & Company, Limited, Toronto, Ont.

Neutrality. Words by Will A. Heelan. Music by Seymour Furth. Whaley, Royce & Company, Limited, Toronto, Ont.

What We Have We'll Hold. Words by Cecil E. Selwyn. Music by W. H. Anderson. Cecil E. Selwyn, Winnipeg, Man.

Memories. Violin solo. By James Willing. James Willing, Montreal, Que.

To Say Your Heart is Mine Always. Words and music by Arthur B. Bennett. Arthur B. Bennett, Toronto, Ont.

I'd Give Everything for You. By Jack Stern and M. K. Jerome. Words and Music. Waterson, Berlin & Snyder Company, New York, N.Y.

The Voice of Belgium. Words and

music by Irving Berlin. Irving Berlin, Inc., New York, N.Y.

The Merry Green Fields of Ireland. Words and Music by Glen Owen Pierce. Maple Leaf Music Co., Toronto, Ont.

When Jack Canuck Comes Marching Home. Words by James Mathewson. Music by Nellie Mathewson. Nellie Mathewson, Toronto, Ont.

A Song of Summer. By W. O. Forsyth. Op. 38, No. 1. Empire Music and Travel Club, Limited, Toronto, Ont.

On the River. Barcarolle. By W. O. Forsyth. Op. 38, No. 2. Empire Music & Travel Club, Limited, Toronto, Ont.

Come Over to Dover. Words by Stanley Murphy. Music by George Botsford. Jerome H. Remick & Company, New York, N.Y.

Lease Your Little Lovin' Heart to Me. Words by George J. Moriarty. Music by Richard A. Whiting. Jerome H. Remick & Company, New York, N.Y.

Slippery Elm. Fox Trot. By Al. Moquin. Waterson, Berlin & Snyder Company, New York, N.Y., U.S.A.

The Steeplechase. Fox Trot or Pigeon Walk. By Milton Ager and Pete Wendling. Waterson, Berlin & Snyder Company, New York, N.Y., U.S.A.



News has just come of the fourteenth issue of the Home University Library commencing the second hundred volumes. This issue comprises the following four volumes:—

"Belgium," by R. C. K. Ensor.

"Milton," by John Bailey, M.A.

"A History of Philosophy," by Clement C. J. Webb; and

Political Thought in England: From Herbert Spencer to the Present Day," by Ernest Barker.

In a broadsheet dealing with this new issue of the Home University Library volumes the publishers submit that neither wars nor tumult of nations alter the tremendous need for thoughtful self-education and the necessity of learning to think sanely.



BOOKS RECEIVED.

First Cousin to a Dream. By Cyril Harcourt. Toronto: Gundy. Cloth, \$1.25.

A tale of psychological problems and character sketches.

C. O. D. By Natalie Sumner Lincoln. Toronto: Copp, Clark Co. Cloth, \$1.25.

A mysterious murder, and the still more mysterious repeated appearance of the letters "C. O. D.," confronting the searchers for the criminal at every turn, involve many members of the diplomatic circle at Washington. An impossible-to-tell-the-ending story, even better than "The Trevor Case."

"HEPSEY BURKE"

"A Sister to
"David Harum"
by Frank N. Westcott

"Taint polite to look surprised
when a woman says shes goin'
to be married, -every woman un-
der ninty eight has expectations
While theres life theres hope
that some man will make a fool
of himself-"



Edward Westcott died before his first book, "David Harum," came from the presses to win the American public as no book ever had before. -Magazine and book publishers decided that the knock died with Westcott. But it didn't. It ran in the family. Frank N. Westcott living in that same quiet way in a small town in NEW YORK STATE, has written a novel that is every bit as good, if not better than "David Harum." It is full of those same kindly digs at folks and things, those same home spun philosophies.

Toronto: THOMAS LANGTON, Publisher, 23 Scott Street

New York: THE H. K. FLY COMPANY

N^o 1. PRICE 25 CENTS

THE CANADIAN MUSIC BOOKS

CONTENTS

1. I am where I am	1. I am where I am
2. I am where I am	2. I am where I am
3. I am where I am	3. I am where I am
4. I am where I am	4. I am where I am
5. I am where I am	5. I am where I am
6. I am where I am	6. I am where I am
7. I am where I am	7. I am where I am
8. I am where I am	8. I am where I am
9. I am where I am	9. I am where I am
10. I am where I am	10. I am where I am

LONDON THE FREDERICK HARRIS COMPANY
TORONTO THE HAWKES & HARRIS COMPANY

Containing 21 Songs, The Most Popular and Biggest Sellers. By Carrie Jacobs-Bond, Nevin, Gounod, etc., etc.

For Value
The Wonder of the
World

Trade 8c. Retail 25c.

At 8c. per Copy

This is the
Best Value
Ever Offered
in the Whole
History of Publishing.

The first dealer who
saw this book
ordered 3,000
copies, the second
dealer who saw
it ordered
2,000 copies.
36 pages of
music printed
from engraved
plates with
illustrated
title.

A MONEY MAKER 5c. and 10c. Music

We are **Sole Wholesale Agents** for Canada
of the only 5c and 10c editions that can
be legally sold in Canada.

Send for Lists and Trade Rates.

30c and 50c Folios of Music

Send for our new list of Bread and Butter
Lines.

Do you stock

It's a Long Way to Tipperary?

Send to us for trade rate—retails at 15c.

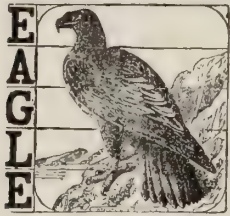
THE HAWKES & HARRIS MUSIC CO.

10 SHUTTER STREET (Opposite Massey Hall)

TORONTO, CAN.

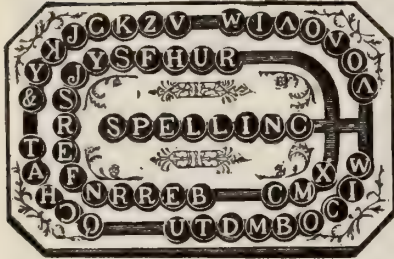
We carry the largest stock of general Sheet Music and Music Books in Canada

SLICED BIRDS

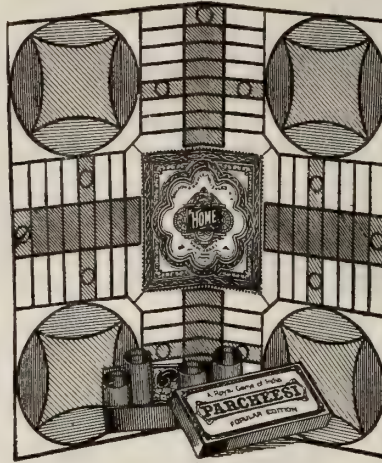


A Few of Our Good Sellers

SLICED ANIMALS



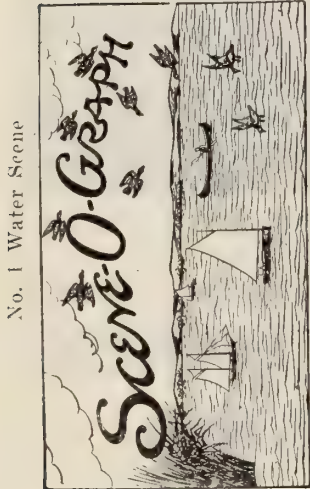
SPELLING BOARD



PARCHEESI



CROKINOLE



SELRIGHT INITIAL WATCH



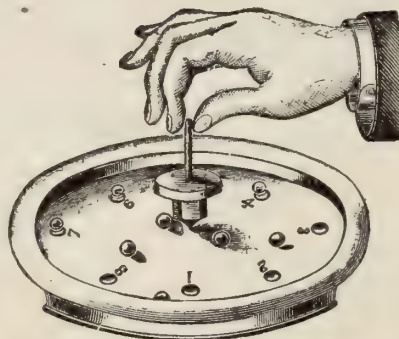
CLOTH DOLLS ON SHEETS
27 inches High. Lithographed in 8 Colors.



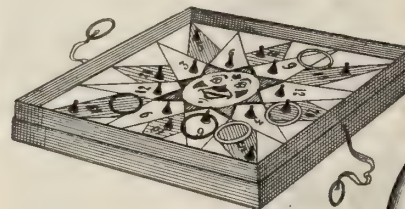
SELRIGHT INITIAL WATCH



This watch is guaranteed. Perfect running condition. Correct material and workmanship.
Repaired without cost.



FASCINATION



LASSO



DESCRIPTION

The face heavy beveled crystal. The back beautifully enameled. The case highly burnished nickel. Retail for \$1.00.

**SEND FOR OUR 1915 CATALOGUE
SPECIAL PRICES ON QUANTITY ORDERS**

**SELCHOW AND RIGHTER COMPANY, 620 BROADWAY
NEW YORK**

"KNITTING"

BY MURIEL BRUCE AND BARON ALIOTTI

A new and charming song full of pathos and patriotism. Enjoyed and sought after everywhere. Dealers send 12 cents for sample copy.

WRITE NOW.

CHAPPELL & CO., LIMITED

347 Yonge Street, Toronto

LONDON

NEW YORK

MELBOURNE

Where Can We Find the Four Live Salesmen We Need Immediately?

Somewhere among the retail stationery stores of Canada are four live, energetic salesmen working hard for just the bigger, broader opportunity we are ready to offer them.

So thoroughly have the public taken hold of "Things Different," we need an enthusiastic representative for the West, two for Ontario, and one for New Brunswick. Men who can handle our lines of High-Class stationery, seasonable greeting cards, Christmas novelties, etc., with a "snap" and "go."

The commission is excellent and sales of these High-Class lines are always big.

If YOU are the man, there is every opportunity to make a big thing out of this connection, so write us to-day sure.

The Sutcliffe Co., Limited, "Things Different," 77 York St., Toronto

PATENTED.

Made in two sizes: large size 5 in. high by 8½ in. long; small size, 3½ inches high by 6 in. long.



UPTODATE Calendar

The one only new thing in the world of calendars. The only practical Desk Calendar. A red line mechanically cancels past dates, but still shows the relation to the days past and to come, to the present indicated date. Can be used from year to year. It finds a ready sale wherever displayed. Made in "Leatherette," Genuine Leather, Quartered Oak, Solid Mahogany, and Brush Brass cases.

Write for price list and particulars.

IDEAL SPECIALTIES MAN'F'G CORP.

552 PEARL STREET

Improved Superior Paper Fasteners are appropriately named. They ARE Superior to all others.

Actual Size



Double prongs prevent paper twisting. Prong houses protect fingers.

Send for samples and prices.

FLAGS AND DECORATIONS

Flags of all kinds, including Allies. Parade Canes and Ticklers, Japanese Parasols, Japanese Lanterns, Confetti, Fair Novelties, Horns, Paper Hats, etc.

Decorations for Parades, Old Boys' Reunions, Fairs, Summer Resorts, etc. Christmas Decorations and Novelties, Artificial Flowers and Vines.

THE CELEBRATION SUPPLY CO.

Phone Adelaide 2060

513 Queen Street West

TORONTO, ONT.

WRITE FOR OUR SPRING CATALOGUE

Condensed Advertisements

MISCELLANEOUS.

BOOKS—ALL OUT OF PRINT BOOKS SUPPLIED no matter on what subject. Write us. We can get you any book ever published. Please state wants. When in England call and see our 50,000 rare books. Baker's Great Book shop, 14-16 John Bright Street, Birmingham, England.

ROBERT H. DODD, FOURTH AVE. AND 30th St., N. Y. City. Dealer in rare books, autograph letters, manuscripts. Correspondence invited. (tf)

CROWLEY, THE MAGAZINE MAN, INC., 3291 3rd Ave., N.Y. City. Wholesale only. Price book on request.

PAYSON'S INDELIBLE INK. TRADE SUPPLIED by all Leading Wholesale Drug Houses in the Dominion. Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.

WANTED.

SMART MAN WANTS IMMEDIATE POSITION in book or book and stationery store; experienced; either wholesale or retail, indoor preferred. Can furnish the best references. Apply Box 329, Bookseller & Stationer, Toronto.

WANTED—A YOUNG MAN WITH TWO OR three years' experience on envelope machine. Good prospects for one who can produce results. Apply, with full particulars, to Montreal Envelope Co., 4 St. Antoine St., Montreal.

HOTEL DIRECTORY.

HALIFAX HOTEL
HALIFAX, N.S.

ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
154 Toronto St. Toronto 52 Can. Life Bldg. Montreal

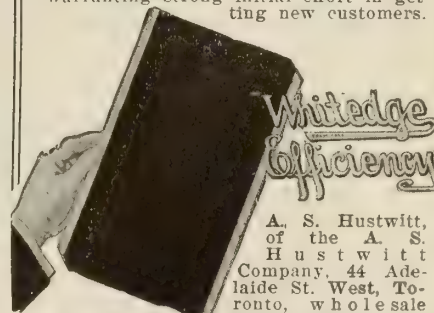
AN AD IN THIS PAPER WILL BRING RESULTS AND HELP TO BUILD UP YOUR BUSINESS.

When writing advertisers kindly mention having seen the ad. in this paper.

ABOUT CARBON PAPER

Points of Interest to Dealers as to Meeting Requirements of Users.

The retail stationer who will seek to meet the requirements of the users of typewriter carbon papers and ribbons will succeed in building up a good, profitable business in these lines that will bring repeat orders more than warranting strong initial effort in getting new customers.



Canada for the H. M. Storms Company, of New York, makers of the "Whitedge Efficiency" carbon paper, is prepared to supply free samples of this meritorious paper to dealers upon request, together with a proposition that it will pay them to take up, pushing "the line that always repeats"—Whitedge Efficiency Carbon Paper.

The A. S. HUSTWITT CO.,
44 Adelaide St. W., Toronto,
Canadian Distributors.



TOYS

Manufactured by **THE WILKINS TOY CO.**
KEENE, N.H., U.S.A.

Represented by
RIEMANN, SEABREY CO., 11-15 Union Square W., New York

**WINTER'S ALL METAL
CHANGEABLE SIGNS**

36 000 IN USE

ADAPTED TO ALL LINES OF BUSINESS
THIS BEAUTIFUL TRADE ATTRACTOR
WILL ATTRACT ATTENTION OF
PASSING PUBLIC AS NOTHING
ELSE WILL DO

250 STEEL LETTERS WITH SMALL SIZE.
660 STEEL LETTERS WITH LARGE SIZE.

This beautiful inter-changeable sign-board is made entirely of metal, is absolutely indestructible, first cost is only cost. It appeals to people at time they are on the street for purpose of buying, at the time they are in mood to buy. Copy can be changed in just a moment's time. Write for Art Catalogue 142.

Distributors wanted.

**H. E. WINTERS
SPEC. CO.**
DAVENPORT, IOWA

Thank You

Thousand Thanks

1000 Embossed stickers like the cut for \$1.00, or 10c. for 100.

Originators of the Embossed
Courtesy Correspondence Seals

S. GILMARTIN 54 BIBLE HOUSE, NEW YORK, N.Y.

When writing advertisers kindly mention
Bookseller and Stationer

**IF YOU WANT SOME-
THING AND DON'T
KNOW WHERE TO GET
IT—WRITE US—WE'LL
TELL YOU.**

BOOKSELLER AND STATIONER
Special Service Department

ALPHABETICAL INDEX

Albemarle Paper Mfg. Co.	3
Albertype Co.	16
American Lead Pencil Co.	15
Anglo-Can. Music Co.	69
Blackie & Sons	63
Buntin, Gillies & Co.	Back Cover
Brown Bros.	2
Binn Bros.	13
Boorum & Pease	22
Butler Doll Stand Co.	12
Beebe, L. C.	24
Bobbs-Merrill Company	71
British Indoor Games Co.	73
Copp, Clark Co.	7 and 55
Cassell & Co.	57
Carter's Ink Co.	6
Caribonum Company	9
Castle Pub. Co.	20
Canadian Facts Co.	69
Chappell & Co.	79
Celebration Supply Co.	79
Dawson, Ltd., W. V.	2
DesArts Studio	22
Dennison Mfg. Co.	8
Dow & Lester	20
Dickinson & Co.	28
Esterbrook Pen Mfg. Co.	9
Eagle Pencil Co.	25
Eaton, Crane & Pike Co.	73
Fancy Goods Co. of Canada	14
Faber, Eberhard	22
Feurestein & Co.	20
Fulton Specialty Co.	75
Farmer's Magazine	78
Gundy, S. B.	59
Gilbert Post Card Co.	6
Games & Toys	22
Goodall, Chas.	1
Grue Sales Co.	9
George, Henry	24
Higgins & Co.	Inside Back Cover
Hurst, Aubrey	61
Hinks, Wells & Co.	20
Heale & Co.	24
Heath & Co.	69
Hawkes & Harris Music Co.	77
Imperial News Co.	61
International Trades Press	22
Ideal Specialties Co.	79
Jacques & Son, Ltd.	21
Lilywhite, Ltd.	18
Langton, Thomas	77
Merriam Co., G. & C.	61
Mittay & Volger	Inside Back Cover
MacDougall & Co.	11 and 13
Morden Mfg. Co.	22
Menzies & Co.	4 and 5
Mahie, Todd & Co.	12
McCready Pub. Co.	16
Mortimer & Co.	20
Monarch Paper Co.	25
Morton Phillips & Co.	24
McClelland, Goodchild & Stewart	65 and 67
McKinley Music Co.	69
McLeod & Allen	71
MacLean's Magazine	78
Nelson & Sons	59
National Blank Book Co.	18
Ogilvie Pub. Co.	73
Packard Bros.	15
Physical Culture Pub. Co.	16
Perry, Bevan & Co.	20
Photochrom Co.	21
Putnam's, Ltd.	73
Rand, McNally & Co.	61
Ramsay & Co.	16
Sanford & Bennett Co.	Front Cover
Sengbusch Inkstand Co.	10
Smith, Davidson & Wright	9
Stafford Ink Co.	26
Sonophone Co.	24
Stationers Loose Leaf Co.	79
Suteliffe & Co.	79
Toy and Fancy Goods Trader	12
Tuck & Sons Co.	21
Valentine & Sons	Inside Front Cover
Verdier Ltd.	22
Wilson-Jones Loose Leaf Co.	6 and 25
Waterston & Sons	19
Worcester & Co.	18
Waterman & Co.	26
Westcott Jewel Co.	26
White Ridsdale & Co.	17

Procrastination is the Thief of Profits—

If you are not making use of the prestige, popularity and sales bringing power of the Mittag & Volger Lines, at least get the **FACTS** about it. There are points about this Quality Line of

Typewriter Ribbons and Carbon Papers

that will mean good profits from a growing volume of business for you. Get the facts *to-day*.



MITTAG & VOLGER, Inc.

Principal Office and Factories: PARK RIDGE, N.J., U.S.A.

BRANCHES:

New York, N.Y., 261 Broadway. Chicago, Ill., 205 W. Monroe St. London, 7 and 8 Dyers Bldg., Holborn, E.C.

AGENCIES In every part of the world; in every city of prominence.

HIGGINS'



Drawing Inks, Blacks and Colors
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board and Library Mucilage
Office Paste
Liquid Paste
Vegetable Glue, etc., etc.

Strictly Original Goods of the Highest Grade Only.
Show Cards, Color Cards and Imprinted Matter Supplied to the Trade. Discounts and Trade Prices give good profits.

Consumers, emancipate yourselves from the use of corrosive and ill-smelling inks and adhesives and adopt the **Higgins Inks and Adhesives**. They will be a revelation to you.

WE PROTECT THE TRADE BY REFERRING
ALL ORDERS AND INQUIRIES THERETO

CHARLES M. HIGGINS & CO.

Originators and Manufacturers REFINED INKS and ADHESIVES

Main Office and Factory, BROOKLYN, N.Y., U.S.A.

NEW YORK—CHICAGO—LONDON



Two New Scribbler Covers

This year's designs are up-to-date and appropriate, including several patriotic subjects. Ask us for samples.

It is not too early to look up your stock of

SEASONABLE SPRING GOODS

Shelf Paper—Four grades in white and colors.

Carpet Felt or Lining.

Writing Inks and Mucilage, etc.—Lowest market prices.

Japanese Napkins—An entirely new range.

Tissue Tablecloths—42 x 56 inches, white, sanitary.

Picnic Plates—Moulded pulp in convenient packages.

Lily Paper Cups—Save time and trouble.

Waxed Paper—In 5c. and 10c. packages.



BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty years the recognized authority for those interests.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 143-153 University Ave. WINNIPEG, 34 Royal Bank Bldg. LONDON, ENG., 88 Fleet St., E.C.

VOL. XXXI.

PUBLICATION OFFICE: TORONTO, MAY, 1915

No. 5

Ready
to fill

A Pen that meets the Requirements of Progressive People

The fountain pen is fast doing away with the old-style, dip-in-the-ink pen. This is the age of progress, and to be progressive you must sell a fountain pen that is up-to-date. Right now, in your own town, lots of men and women are looking for a fountain pen that is more convenient, and the most dependable. Sell these people the

Sanford & Bennett **AUTOPEN**

It meets the demand for a trouble-free, self-filling pen, that has high quality and is always reliable. The AUTOPEN is a pen that embodies exclusive improvements found in no other make—yet you can retail it at a moderate price and make a good profit.

What you can do with the S. & B. AUTOPEN

- (1) Increase your pen sales.
- (2) Add to your reputation as a quality store.
- (3) Make a worth-while profit on every sale.

Post yourself on the merits of S. & B. Fountain Pens by writing for our descriptive price list and discounts.

SANFORD & BENNETT CO.

51-53 MAIDEN LANE

NEW YORK

Ready
to write

W. E. COUTTS, Canadian Sales Agent
266 King Street West, Toronto

BLACKIE & SON

will issue as usual a splendid selection of new books for boys and girls.

PICTURE BOARD BOOKS

and a specially attractive line in

LIMP TOY BOOKS

Entirely new and fully coloured.

ALL BRITISH MAKE

Send at once for our catalogue.

Samples carried by all wholesale houses. Orders booked for shipment ex: Glasgow, Scotland—the best and cheapest port for exportation to the Dominion.

BLACKIE & SON LIMITED, GLASGOW, London and Bombay

CANADIAN REPRESENTATIVE:

MR. HAROLD COPP, 33 Richmond St. West, Toronto

THE AUSTRALASIAN NEWS COMPANY

(Limited)

THE NEW ZEALAND NEWS COMPANY

(Limited)

PUBLISHERS' AGENTS

We beg to announce that the above News Agencies have now been in operation almost two years, supplying the news trade throughout the Commonwealth of Australia, including all of Tasmania and the Dominion of New Zealand, with English periodicals as well as Literature of all kinds. The Home Office of The Australasian News Company, Limited, is at 226 Clarence Street, Sydney, New South Wales, with branches at Melbourne, Victoria; Perth, West Australia; Adelaide, South Australia; Brisbane, Queensland, and The New Zealand News Company, Limited, at 150 Wakefield Street, Wellington, N.Z., supplying all the North and South Islands of New Zealand.

We are prepared to handle all English publications and anything in our line. Write the Home Office at Sydney or Wellington, or any of the branches.

Arrangements may be made through our Canadian agent,

THE TORONTO NEWS COMPANY, LIMITED

42 YONGE STREET

PUBLISHERS' AGENTS

TORONTO, ONTARIO

TWO "ARO-MAC" LINES FOR PROFITABLE SELLING

This is the Season for HOLMAN PHOTO ALBUMS

COMPLETE STOCK IN TORONTO READY TO FILL
YOUR ORDER.



Most complete line on the market. All sizes, in paper, cloth, imitation leather and leather bindings, loose-leaf or bound. Look up your catalogue and make up your order to-day, or, if you haven't a copy, send for one to-day, with trade discounts.

THE BIGGEST 5c. PACKAGE OF CRAYONS EVER OFFERED



28 colors with neat holder in a two-end slide box. It is the best seller among five-cent crayon packages and consequently the one to feature for September school opening trade.

OTHER PACKAGES

Among the newer popular numbers in the Standard Crayon line are: "Crayel," 5c, and "Arteo Pastel," in 5c and 10c packages. Write for prices on "Standard" Chalk and "Omega" Dustless Crayons.

"We can help you land that school contract."

Made in Danvers, Mass., by the Standard Crayon Co.

A. R. MacDOUGALL & CO., 266 KING ST. WEST, TORONTO, ONTARIO

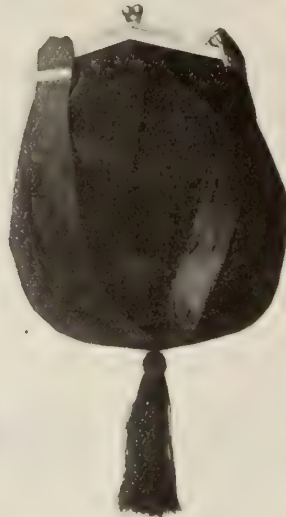
CANADIAN REPRESENTATIVES

MADE IN CANADA

A Full Line of **FANCY LEATHER GOODS**, Hand Bags, Wallets, Portfolios, Purses, Etc., are now being shown by our Travellers



in Crepe Seal, Pin Seal,

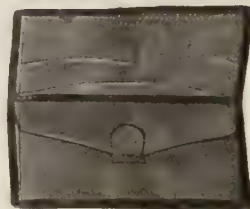


**Hand
Bags**

Fancy Calf, Moire Silk, Etc.



LETTER CASES, BILL WALLETS



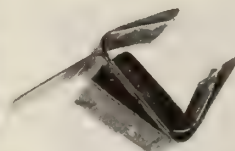
**LADIES' and MEN'S
CARD CASES**



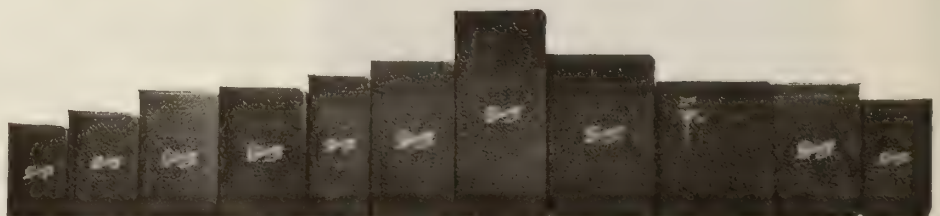
REFILL MEMORANDUM BOOKS
a large range of styles



MEMORANDUM BOOKS in all sizes and bindings, over one hundred varieties, a specialty with us, unsurpassed.



Bill Folds for bills only or combined for change.



Now taking orders for **1916 DIARIES**. Our fifty-third year as publishers.

BROWN BROS., Limited - TORONTO


THE COPP, CLARK CO., LIMITED.
TORONTO.


"The Early Bird Catches the Worm"

The wise stationer will place his order now. Illustrated here are four of the new C.C. Co. scribbler and school work book covers. They are representative of the whole line and are works of art in a class by themselves.

Critical buyers who have viewed the whole range of covers were unanimous in their enthusiastic approval *and in their liberal orders.*

Make a Window Showing of the Books and You Will Win Sales.

Each book is made of an unusually high grade of paper and is full count—i.e., a forty-page book contains forty pages, exclusive of the cover.

Wait for The Copp, Clark traveler before ordering your September School Opening Supplies.



Correspondence Papers of Extra High Quality COPP'S FINE LINEN COPP'S KID FINISH

Made in three sizes: SALISBURY—REGINA—LOUVAINE

Dealers supplied with beautiful settings for window or showcase displays with every original purchase — without charge. Or, if preferred, a splendid electric flash sign. No Stationer's stock is complete without these perfect papers. Why send your orders to foreign countries? **GIVE MADE-IN-CANADA GOODS A CHANCE!**

A FAST SELLING NOVELTY

SOMETHING STARTLINGLY NEW

INITIAL POST CARDS

Steel Die-Stamped, Gold Embossed Initials on Splendid Linen-Surfaced Cards.

PRICE \$6.00 PER 1,000.

FREE SAMPLES ON REQUEST.

THEY ARE SELLING IN THOUSANDS.

A MADE-IN-CANADA LINE

THE COPP, CLARK CO., Limited, 517 Wellington St. W., Toronto

ORIGINAL BIRTHDAY POSTCARDS OF QUAL- ITY AND DISTINCTION

THIRTY NEW DESIGNS COM-
PRISING FIVE SETS OF SIX
STUDIES IN EACH BY WELL-
KNOWN ARTISTS WHO HAVE
BEEN PROVED POPULAR.

HIGH-GRADE COLOR WORK ON
STOUT CARDS WITH GRAINED
SURFACE. VERSES SPECIALLY
WRITTEN—A SHORT STORY OF
THE PICTURE IN VERSE—IN
EACH CASE DIE-STAMPED.

THESE NEW DESIGNS WILL BE
ISSUED MIDDLE OF MAY FOR
PENNY SALE, AND WILL CER-
TAINLY ENJOY A LONG RUN OF
POPULARITY.

THERE IS PLENTY OF TIME TO
SEND ADVANCE SAMPLE SETS,
AND ENQUIRIES FROM WHOLE-
SALE DISTRIBUTORS ARE IN-
VITED. COMPLIMENTARY
SPECIMENS AND TERMS WILL
BE SENT BY RETURN.

PHOTOCHROM CO., LTD.

7, 8, 9, 10, OLD BAILEY
LONDON, ENGLAND

F. MELVILLE LAMBERT
MANAGING DIRECTOR

P.S.—We invite enquiries from Cana-
dian wholesalers. We are now issuing
new lines at regular intervals for which
there should be good business in
Canada.

AT PRESENT WE ARE NOT
REPRESENTED IN CANADA.

Keep Posted

on the Development and
Progress of Canadian Affairs

MacLean's — *a Made-in-Canada Magazine* — for
keeping its readers posted
on the progress and develop-
ment of things Canadian.

You will be interested in the
series by the inimitable
Gadsby. There is only one
H. F. Gadsby—witty and
discerning political writer,
master of josh and jolt,
coiner of epigrams and
greatest of paraphrasers —
and Gadsby is giving his
very best work to *MacLean's
Magazine* in a series of
sketches of prominent
Canadians.

Other writers known to you
contributing are: Alan Sul-
livan—master of prose; L.
M. Montgomery, author of
“Anne of Green Gables,”
“Anne of Avonlea,” etc.;
Dr. Orison Swett Marden,
W. A. Craick, Madge Mc-
Beth, Margaret Bell and
Britton B. Cooke.

20 cents a copy.

\$2.00 a Year.

The MacLean Publishing
Co., Limited

143 University Ave., Toronto, Canada

Warm Summer Weather
and the Picnics have
started.

They should use

Sanitary Paper Drinking Cups

Don't let the little ones use
the Public Cup.

We have them done up in
Sanitary Packages to suit
all requirements.

SMITH, DAVIDSON & WRIGHT
LIMITED
Manufacturing Stationers and Paper Dealers
VANCOUVER and VICTORIA, B.C.

Esterbrook Pens

250
styles



Ask
your
stationer

**Esterbrook's
Relief No. 314**

is an extraordinary pen that adjusts itself to any desired slant and writes smoother than the old goose quill. Made of special alloyed metal — won't corrode — and finished like a gold pen.

SEND 10c. for useful metal box containing 12 of our most popular pens, including the famous Falcon 048.
Write for illustrated booklet.

Esterbrook Pen Mfg. Co.

New York

Camden, N.J.

BROWN BROS. LIMITED, Canadian Agents, Toronto

VERDIER

..... LIMITED

Printers & Publishers of
CHRISTMAS CARDS
♦♦ **CALENDARS** ♦♦
EASTER & BIRTHDAY CARDS
MENU & NAME CARDS
DANCE LISTS & PARTY INVITES
SACHET GREETING NOVELTIES
PRIVATE GREETING CARDS

British
Manufacture

TRADE
MARK

Speciality: Floral Colour Gravure Cards
DAINTILY PERFUMED

BLANKS & PRINTING FOR PUBLISHING TRADE
in exclusive processes

All enquiries direct to **VERDIER LTD.**
18 CHRISTOPHER STREET LONDON E.C.

Made in Canada

This alone will sell the well known,
satisfactory



No. 11

CARTER'S INKS

in these times when people
are patronizing home industries.

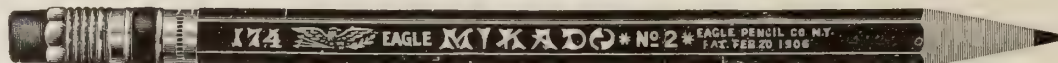
Carter's Inks are scientifically
made from the best raw
materials obtainable.

The Carter's Ink Co.

356 St. Antoine St.

•• MONTREAL

EAGLE MIKADO PENCILS



Packed One Dozen in a Pull-Off Box. Half Gross in a Carton.

174 MIKADO, Hexagon, Highly Polished in Yellow Finish with Gilt Tip and Red Ring, containing an unequalled quality of Graphite, fitted with best red erasive rubber.

No. 1 SOFT. No. 2 MEDIUM SOFT. No. 2½ MEDIUM. No. 3 MEDIUM HARD. No. 4 HARD.

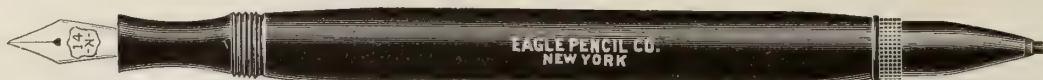
CONCEDED TO BE THE FINEST PENCIL MADE FOR GENERAL USE.

Eagle Combination Fountain Pen and Pencil

No.



10



A USEFUL ARTICLE OF NOVEL CONSTRUCTION.

Made of the finest Para Rubber. One end is fitted with a 14 Karat Gold Pen, Guaranteed. The opposite end has a propel and repel movement containing black lead.

THE EXTREME NEATNESS AND PRACTICABILITY OF THIS ARTICLE WILL PROVE ITS VALUE.

EAGLE PENCIL CO., 377 Broadway, New York, also Tottenham, London, N., Eng.

Mr. STATIONER

AND BOOKSELLER

A Profitable Side-Line for YOU

Is the "CASTLE" Series of Private Christmas Greeting Cards.

LARGE PROFITS. SAMPLE BOOKS FREE.

Every Stationer in Canada can add largely to his Profits by selling the "CASTLE" Series of Private Christmas Greeting Cards. They are without doubt the finest and most up-to-date Christmas Cards ever published, and are ENTIRELY BRITISH.

Prices range from 75 cents to 2 dollars per doz.

They are guaranteed to be this year's manufacture, and not those left over from last year's British market. We are the Manufacturers, and guarantee to supply any Card shown in the Book right up to the end of the Season. All orders neatly packed and sent POST FREE by RETURN MAIL.

A big business can be done by the Stationer who will push these Cards. They are easy to sell, and there is no stock to carry. Why not concentrate your efforts this year on this side-line so as to take all the orders to be got in your district?

The "CASTLE" Series will help you.

SAMPLE BOOKS READY JUNE.

Write now for particulars of Commission, etc., to the
CASTLE PUBLISHING CO.,
CHEAPSIDE, PRESTON—LANCS., ENGLAND.

HIGGINS' TAURINE MUCILAGE



THE demand for a clean, tenacious and pure mucilage, secure against the corrosive influences affecting the average product in this line, induced us to put upon the market Higgins' Taurine Mucilage. It avoids the defects of the cheap and nasty dextrine and the dear and dirty gum mucilages. It is stronger, catches quicker and dries more rapidly than any other mucilage, and is perfectly clear, clean, non-corrosive, non-sedimentary and pleasant to sight and scent.

It is put up in both bottles and safety shipping cans, and will be found not only convenient for use, but entirely satisfactory so far as its working qualities are concerned. It will please your trade.

HIGGINS' AMERICAN DRAWING INKS
BLACKS AND COLORS

The Standard Liquid Drawing Inks of the World

CHAS. M. HIGGINS & CO., Manufacturers
NEW YORK CHICAGO LONDON
Main Office and Factory, BROOKLYN, N.Y., U.S.A.

Stafford's Inks

**Mucilages and Paste
are Made in Canada**

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

TICKET and CONDUCTOR PUNCHES

THE BEST MADE

THE FRED J. MEYERS MFG. CO., Hamilton, Ohio, U.S.A.



Selecting a Proper School *for Your Children*

One of the most important issues faced by parents is the choice of a private school for the children. Future careers are dependent upon the selection made. You need the most reliable guide. This you will find in the

Educational Directory of MacLean's Magazine

which carries the announcements of Canada's best and most reliable schools and colleges. You can make a dependable selection from this directory. The magazine that appeals to intelligent Canadians.

SOLD BY MOST NEWSDEALERS.

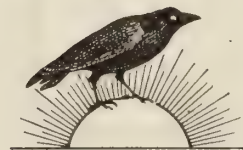
The MacLean Publishing Co., Limited
143-153 University Avenue, Toronto, Canada

Blank Books

Ours is a complete line, well made and attractive. Will appeal to your trade, and the prices are right.

Loose Leaf SYSTEMS

This Line offers great opportunities. Every storekeeper and every professional man is a prospect. Let us send you full particulars. There is money to be made.



W. V. Dawson LIMITED

Montreal

Toronto

Winnipeg

BUYERS' GUIDE

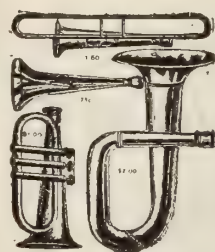


**MADE
IN
CANADA**

ADDING MACHINE ROLLS

More profit for the dealer.
Write us for samples and prices.

MONARCH PAPER CO., Limited
Manufacturers 419 King St. W., Toronto



You Can Sell Sonophones

And add big profits to your toy or musical departments. Anyone can play them, children or grown-ups. Have our representative call.

Sonophone Co., 338 Broadway, New York
L. G. BEEBE, Canadian Representative
32 Front St. West Toronto

LOOSE-LEAF METALS

De Luxe Line Metals are used in every civilized country in the world. We make all kinds. Write for Catalogue No. 32.

WILSON-JONES LOOSE LEAF CO.
CHICAGO NEW YORK

Prompt, Economic and Efficient Service as Agent Offered to Canadian Booksellers and Publishers by

HENRY GEORGE

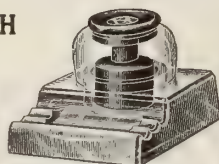
16-20 Farringdon Ave., Farringdon Street, London, Eng.

Pick-up orders carefully attended to. Books or Periodicals by mail or case. WRITE FOR TERMS.

THE SENGBUSCH SELF-CLOSING INKSTAND

Appreciated and used wherever economy, cleanliness and good work are desired. Thousands in daily use everywhere. Unexcelled for business or home use. Sell quickly. Good returns. Write to-day.

Sengbusch Self-Closing Inkstand Co.
200 Stroh Building Milwaukee, Wis.



ART SUPPLIES.

Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.

BLOTTING PAPERS.

The Albemarle Paper Co., Richmond, Va.
John Dickinson & Co., Montreal.
Dawson & Sons, W. V., Montreal.

BLANK BOOKS.

Boorum & Pease Co., Brooklyn, N.Y.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
National Blank Book Co., Holyoke, Mass.
The Copp, Clark Co., Toronto.
W. J. Gage & Co., Toronto.
Warwick Bros. & Rutter, Toronto.

CHRISTMAS AND PICTURE POST CARDS.

Dow & Lester, Foresters Hall Place, Clerkenwell Rd., London, E.C.
Alfred Guggenheim, 529 Broadway, N.Y.
Birn Bros., 266 King St. W., Toronto.
Menzies & Co., Toronto.
Packard Bros., 329 Craig St. W., Montreal, Que.
Valentine & Sons, Toronto and Montreal.
T. J. Wright & Sons, Ltd., Blackhorse Lane, Walthamstow, London.
Samuel A. C. Todd, 26 Bothwell St., Glasgow, Scotland
Raphael Tuck & Sons Co., Ltd., 9 St. Antoine Street, Montreal.

CODE BOOKS.

The American Code Co., 83 Nassau St., New York.

CRAYONS.

American Crayon Co., Sandusky, Ohio.
Binney & Smith, New York.

EMBOSSING.

Standard Embossing Co., 36-38 Lombard St., Toronto

ENVELOPES.

Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
W. J. Gage & Co., Toronto.
Warwick Bros. & Rutter, Toronto.

FANCY PAPERS, TISSUES AND BOXES.

Dennison Mfg. Co., Boston.
Menzies & Co., Toronto.
A. R. MacDougall & Co., 266 King St. W., Toronto.

FOUNTAIN PENS.

Arthur A. Waterman Co., Ltd., New York.
Mable, Todd & Co., Toronto.
Sanford & Bennett Co., 51-53 Maiden Lane, New York.
A. R. MacDougall & Co., 266 King St. W., Toronto.
Paul E. Wirt Co., Brown Bros., Ltd., Toronto, Canadian Agents.

INKS, MUCILAGE AND GUMS.

Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Stephens' Inks, Montreal.
S. S. Stafford Co., Toronto.
"Gloy," A. R. MacDougall & Co., 266 King St. W., Toronto.
"Glucine," Menzies & Co., Limited, 439 King St. W., Toronto.

INDELIBLE INK.

Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.
H. C. Stephens, London, Eng.

INKSTANDS.

The Sengbusch Co., Milwaukee.

THE FAULTLESS LINE OF LOOSE LEAF METALS

Most complete line of Ledger, Sectional Post, Solid Post and other Loose Leaf Metals.

On request to-day our Catalog GC and special proposition.

STATIONERS LOOSE LEAF CO.

342 Broadway - Milwaukee, Wis.
203 Broadway - New York City

When writing to
advertisers kindly
mention this paper

Standard Commercial Works

CANADIAN CUSTOMS TARIFF
HAND BOOK. Enlarged and revised
to date.Price, \$1.00

MATTE'S INTEREST TABLES at 4
to 10 per cent.Price, \$3.00

MATTE'S INTEREST TABLES at 3
per cent.Price, \$3.00

HUGHES' INTEREST TABLES and
book of days combined, at 3 to 8 per
cent.Price, \$5.00

HUGHES' SUPPLEMENTARY IN-
TEREST TABLESPrice, \$2.00

HUGHES' INTEREST TABLES at 6
and 7 per cent., on folded card,
Price, \$1.00

HUGHES' SAVINGS BANK INTER-
EST TABLES, at 3 or 3½ per cent.,
each on separate card.Price, \$1.00

BUCHAN'S STERLING EXCHANGE
TABLESPrice, \$4.00

BUCHAN'S STERLING EQUIVA-
LENTS AND EXCHANGE TABLES.
Price, \$4.00

BUCHAN'S PAR OF EXCHANGE
(Canadian) Mounted on card. Price, 35c

THE IMPORTER'S STERLING AD-
VANCE TABLES. From 5 to 100 per
cent. advancePrice, \$2.00

IMPORT COSTS. A new Advance
TablePrice, \$1.50

THE IMPORTER'S GUIDE. Advance
TablesPrice, 75c.

A complete catalogue of all the above pub-
lications sent free upon application.

Morton, Phillips & Co.

PUBLISHERS

115 Notre Dame St. West MONTREAL

N.B.—The BROWN BROS., Ltd., Toronto, carry
a full line of our publications.

BUYERS' GUIDE

LEAD AND COPYING PENCILS.

American Pencil Co., New York.
A. R. McDougall & Co., 266 King St. W., Toronto.

LOOSE LEAF BOOKS, BINDERS AND HOLDERS.

The Brown Bros., Ltd., Toronto.
Boorum & Pease Co., Brooklyn.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Copp, Clark Co., Toronto.
National Blank Book Co., Holyoke, Mass.
Smith, Davidson & Wright, Ltd., Vancouver.
Samuel C. Tatum Co., Cincinnati.
W. J. Gage & Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

LEATHER AND FANCY GOODS.

Brown Bros., Ltd., Toronto.
Warwick Bros. & Rutter, Toronto.

MAP PUBLISHERS.

Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

METAL PARTS FOR LOOSE LEAF BINDERS.

Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

NEWS COMPANIES.

Imperial News Co., Montreal, Toronto, Winnipeg.
Toronto News Co.
Montreal News Co.
Winnipeg News Co.

PAPER FASTENERS.

Ideal Specialties Mfg. Corp., 552 Pearl St., New York City.

PAPETERIES AND WRITING PAPERS.

W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Brown Bros., Ltd., Toronto.

Warwick Bros. & Rutter, King St. and Spadina Avenue, Manufacturing Stationers, Toronto.

W. J. Gage & Co., Ltd., Manufacturing Stationers, Toronto.

The Copp, Clark Co., Toronto.

Buntin, Gillies & Co., Hamilton.

Eaton, Crane & Pike, Pittsfield, Mass.

A. R. MacDougall & Co., 266 King St. W., Toronto.

PHOTO MAILERS.

Thompson & Norris, Brooklyn, N.Y.

PLAYING CARDS.

Goodall's English Playing Cards, A. O. Hurst, Scott St., Toronto.

Consolidated Lithographing and Mfg. Co., Ltd., Montreal.

U. S. Playing Card Co., Cincinnati, O.

PICTURE FRAMES.

Matthews Bros., Ltd., 788 Dundas St., Toronto.

PICTURE POST CARDS.

Dow & Lester, Foresters Hall Place, Clerkenwell Rd., London, E.C.

Gilbert Post Card Co., 54 W. Lake St., Chicago.

Birn Bros., 266 King St. W., Toronto.

Valentine & Sons Publishing Co., Montreal.

T. J. Wright & Sons, Ltd., Blackhorse Lane, Walthamstow, London.

Raphael Tuck & Sons, Ltd., 9 St. Antoine St., Montreal.

SHEET MUSIC.

Anglo-Canadian Music Pub. Assn., 144 Victoria St., Toronto.

McKinley Music Co., 1501-15 East Fifty-Fifth St., Chicago.

STATIONERS' SUNDRIES.

Brown Bros., Ltd., Wholesale Stationers, Toronto.

The Copp, Clark Co., Wholesale Stationers, Toronto.

W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.

W. J. Gage & Co., Wholesale Stationers, Toronto.

Warwick Bros. & Rutter, Wholesale Stationers, Toronto.

A. R. MacDougall & Co., 266 King St. W., Toronto.

Buntin, Gillies & Co., Hamilton.

STORE FIXTURES.

Oscar Onken Co., 262 Fourth Ave., Cincinnati, Ohio.

STEEL WRITING PENS.

John Heath, 8 St. Bride St., E.C., London.

Hinks, Wells & Co., Birmingham, Eng.

Spencerian Pen Co., New York.

Esterbrook Pen Co., Brown Bros., Ltd., Toronto, Canadian Representatives.

A. R. MacDougall & Co., 266 King St. W., Toronto.

STENCIL BOARDS.

The M. J. O'Malley Co., Springfield, Mass.

TALLY CARDS, DANCE PROGRAMMES.

The Chas. H. Elliott Co., North Philadelphia, Pa.

The Drysdale Co., Chicago.

Verdier, Ltd., 18 Christopher St., London, E.C.

Warwick Bros. & Rutter, Toronto.

TYPEWRITER RIBBONS AND CARBONS.

Peerless Carbon Co., Toronto.

Mittag & Volger, Park Ridge, N.J.

The A. S. Hustwitt Co., Toronto.

J. A. Heale & Co., 96 John St., New York.

TOYS.

Faudels, Limited, Newgate St., London, Eng.

TOY MARBLES.

The M. F. Christensen & Son Co., Akron, Ohio.

Akro Agate Co., Clarksburg, West Va., U.S.A.

WALL PAPERS.

anuntions, Ltd., Toronto.

STANDARD COMMERCIAL PUBLICATIONS.
orton, Phillips & Co., Montreal.

ASK THE TYPIST

After She Has Tried

"WHITEDGE EFFICIENCY" CARBON PAPER

whether she has ever had as satisfactory a Carbon Paper on her machine.

Her answer will prove to you why you should stock this best of all carbon papers.

SAMPLES FREE TO DEALERS WITH TRADE PROPOSITION.

NOW, while you think of it, drop a post card asking for particulars with samples.

Made Only by H. M. STORMS CO., NEW YORK.

Canadian Distributors:

A. S. HUSTWITT CO.,

44 Adelaide St. W. TORONTO

HOTEL DIRECTORY.

HALIFAX HOTEL

HALIFAX, N.S.

ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents.

15½ Toronto St.
Toronto

52 Can. Life Bldg.
Montreal

STEEL RULER

Get illustrated catalogue price, allowing good profit. Hunt Flexible Steel Ruler Co., Buffalo, N.Y.

CARBON PAPERS AND TYPEWRITER RIBBONS

Manufacturers of the highest quality.

It will pay you to give your customers the best.

J. A. HEALE & CO.

96 JOHN STREET NEW YORK

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word per insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittances cannot be acknowledged.

MISCELLANEOUS.

BOOKS—ALL OUT OF PRINT BOOKS SUPPLIED no matter on what subject. Write us. We can get you any book ever published. Please state wants. When in England call and see our 50,000 rare books. Baker's Great Book shop, 14-16 John Bright Street, Birmingham, England.

ROBERT H. DODD, FOURTH AVE. AND 30th St., N. Y. City. Dealer in rare books, autograph letters, manuscripts. Correspondence invited. (tf)

CROWLEY, THE MAGAZINE MAN, INC., 3291 3rd Ave., N.Y. City. Wholesale only. Price book on request.

PAYSON'S INDELIBLE INK. TRADE SUPPLIED by all Leading Wholesale Drug Houses in the Dominion. Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.

A want ad. in this paper will

bring replies from all

parts of Canada.

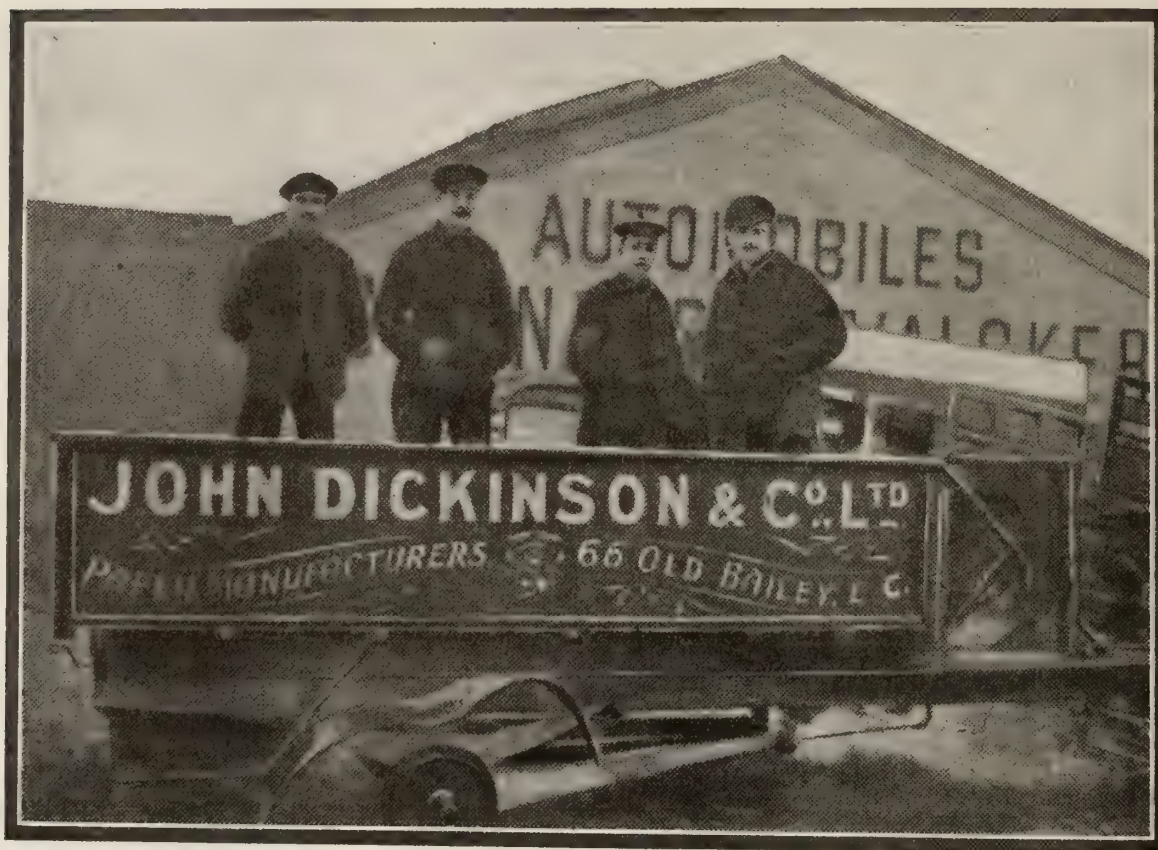
Want Ads.

If you want a buyer for your business, or have a situation to fill, or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Try it out



"SOMEWHERE IN FRANCE"



The illustration shows one of Dickinson's Motor Trucks (taken over by the British Government on the outbreak of war), after a collision with the enemy.

John Dickinson & Company, Limited

Paper Makers for Over One Hundred and Ten Years

Owners of the largest Stationery Factory in the World.

MONTREAL
216 Lemoine Street

TORONTO
77 Wellington St. West



BOOKSELLER & STATIONER



DEVOTED TO THE INTERESTS OF THE
BOOK, STATIONERY & KINDRED TRADES



Vol. XXXI

MAY, 1915

No. 5



HARRISON FISHER,
The Artist.

ARE YOU SELLING PICTURES?

Booksellers as a general rule do not devote enough attention to the selling of pictures. They should evolve some good scheme of stocking and showing pictures and feature them strongly.

Devote liberal window space to the display of pictures. Use plenty of show cards, display pictures of well-known artists. Boost the picture department. Everybody likes pictures and there isn't a man, woman or child entering the bookstore who is not a good prospective customer for pictures.

The bookseller who is not selling pictures is guilty of neglect and should at once set about to make amends, thus turning a stream of profits toward his cash register that is now flowing to a rival bookseller or to a dealer who is not so much entitled to consideration in the picture trade as is the bookseller and stationer.

The illustrations on this page are presented through the courtesy of the New York house of Close, Graham & Scully.

Growth of Picture Stamp Craze

Production is Increasing to Meet Demands of Collectors — An Opportunity for More Trade

POSTER stamps, picture pasters, picture stamps, are three different names for similar products of different publishers which have had repeated notice in recent issues of *Bookseller and Stationer*. The development of the way of advertising by stamps of this nature has been greater than in the case of those published for sale by retailers but when it comes to collections the craze is wide enough to include advertising stamps as well as those which may be referred to as the "legitimate" variety. Consequently the advertising stamps enhance still further the sale of albums to accommodate these poster stamps.

Poster stamps are made up in unlimited series, such as Photoplay Stars, European War Series, Costumes of All Nations, Battleships, Aeroplanes, Uniforms of the Armies and Navies of the World, Famous Men and Women, Famous Statues, Buildings, Bridges, Famous Paintings, Birds, Fish, Animals, Insects, and thousands of others.

The "Craze" is Essentially Educational.

One of the most valuable points of this new idea is that the stamps are so small several hundred can be saved in a single collection album. The idea is essentially educational and for that reason adults are heartily in favor of their children buying and saving them.

Many people are enthusiastic collectors of everything that is collectible. For instance, photographs, cigarette cards, coins, postage stamps, etc. And in souvenir post cards it is said that over \$17,000,000 worth of business was done from 1909 to 1912.



One of Earl Christy's Subjects.

Over Half a Billion Already Sold.

It is quite probable that this new collection craze for picture stamps will eclipse all others in view of the fact that during the first twelve months of its life over 500,000,000 have been sold and distributed in the U.S. and Canada.

It is said that about a hundred collectors' clubs have been formed in the various public and high schools in the U.S. The collectors meet once a week, when they compare and exchange pasters.

In addition there are several national collectors' clubs, which advertise in the boys' magazines and offer to send, for a small initial fee, series of advertising stamps every month to all members. This idea has added materially to the growth and rapid success of this collection craze.

These Posters Can Be Stocked in Small Space.

The stationer can stock several hundred of these interesting pictures in a small space, as they are usually packed a hundred sets to a box. Some are put up in small boxes, others in small transparent envelopes, which is probably a better idea, as the purchaser can see just what he is getting without opening the envelope.

The interesting feature about these posters to the stationer is that as soon as a few sets have been sold, the collection craze is extended. It's just like a

FEATURE WAR POST CARDS.

One good way to take advantage of the influence of the war on public interest is to feature war post cards for all they're worth.

There are hundreds of different subjects, many of them of the highest artistic merit and if ever there was an incentive to collectors it is afforded by the exceptional interest attaching to these war post cards.

Dealers should make special efforts to get people to start collections of war post cards and to sell albums of large capacity for this purpose.

221 George Street, Toronto; Douglas Robertson, 16 South Park Street, Hamilton, Ont.; Hilda Rose, Port Perry, Ont.; Frank Sherrin, Souris, Man.; Catherine Tobey, Picton, Ont., and Isabel Wight, 425 Grosvenor Street, Westmount, Montreal, Que.

There were 1,250 prizes in all offered for colored pictures in this firm's painting books and painting albums. The judges were Philip Boileau, Howard Chandler Christy, Nell Brinkley, Harrison Fisher and James Montgomery Flagg.



Some examples of advertising poster stamps put out by Canadian concerns.

contagious fever. One child gives it to the next. And they are never satisfied until they have every set in sight.

Sell Themselves—and That Quickly.

They sell themselves. They sell quickly, and each sale makes another. The cities have thousands of enthusiastic collectors, and if the collecting germ continues to spread, picture stamps will prove one of the most profitable lines the stationer has stocked in many years.

Sell Advertising Editions.

The dealer should not overlook the opportunity for getting orders for advertising picture stamps from manufacturing and other business concerns. big orders will bring big profits to the dealer.



W. F. Henderson, who is the manager of the Christmas card and calendar publishing department of Wm. Ritchie & Sons, of Edinburgh, was elected a director of the company at a general meeting of the shareholders held on March 31. This action was in appreciation of the steady growth of the department under Mr. Henderson's management.

MANY CANADIANS WIN PRIZES.

Among the chief prize-winners in the recent \$5,000 contest conducted by Raphael Tuck & Sons Co., Limited, were three Canadians. Doris Emma Harris, 188 Florence Avenue, Winnipeg, won the third prize of \$100 in the division comprising competitors between the ages of 13 and 15.

In the section including children up to ten years, Evelyn M. Wight, 425 Grosvenor Avenue, Montreal, won the third prize of \$50, and Eva Melady, 98 Rainsford Road, Toronto, the fourth prize of \$20.

Among the numerous winners of \$5 prizes were Irvine Frew, 724 6th Avenue W., Calgary, Alta.; Esther Morrison, St. Andrews East, Quebec; Winona Singers, 110 Westminster Avenue, Montreal; Mildred Stephen, 1713 Queen Mary Road, Notre Dame de Grace, Quebec; Greta Weaver, Deloraine, Man.; Jacqueline Arsenaault, Summerside, P.E.I.; Alice W. Bradley, Cornwall, Ont.; Archie Frew, 724 6th Avenue West, Calgary, Alta.; Jessie Holland, 2195 Waverly Street, Montreal; Cornelia Osborne,

INITIAL POSTCARDS.

Steel die initial postcards are now being made by the Copp, Clark Company, being embossed in gold. The advantage of this card is that, besides possessing individuality of having a decidedly attractive appearance, it has the whole of one side and half of the other side available for correspondence.

The same firm has just put out another new item in the line of correspondence requisites, being known as the Swansdown Letterette. Letterettes are extensively used in England, and with the increasing number of people from the Old Land coming to Canada, there is a strong demand for them in this country.



Robert H. Ingersoll started with about the same chances in life that any man has—and is now selling \$10,000,000 worth of watches a year.

The best seller of things is he who most nearly places himself in the position of the person to whom he sells. The Golden Rule is good for all concerned.

Free Library of Music

Innovation at Toronto Public Library—First of its Kind in Canada.

The first free circulating library of musical compositions in Canada will be opened in Toronto some time this summer at the College Street Public Library, according to the present plans of the board. The nucleus of the stock has already been purchased, and a staff is now engaged on the work of indexing.

Some fifteen hundred volumes will be put in circulation as a beginning, and this number will be added to as the popularity of the library justifies. There is included in the present stock a generous assortment of modern and classic songs, oratorios, operas, concertos and, in fact, selections covering the whole range of musical effort. Light opera scores and sacred cantatas lie together

come familiar with compositions which their means would never permit them to own."



HAND BOOKS ON MUSIC.

From Joseph Williams, Ltd., of London, comes a copy of a new book entitled "A Study of Harmony," by René Lenormand, a cloth bound five shilling volume. This is a translation from the French by Herbert Antcliffe, who in his preface gives the information that M. Lenormand is a French composer born in 1846, who has devoted his creative faculties mainly to songs and to chamber music. In songs he is classed by those who know his work best, with MM. Gabriel Fauré and Henri Duparc.



A GROWING TRADE.

Commenting on the beginning of their fifth year as distributors of Columbia machines and records, the Music Supply Company, of Toronto, observed that their

by J. G. Taylor. "Two Little Fruiterers," by Bert Lee and Patrick Thayer, as sung in "The Follies," by Miss Dollis Brooke; "Prettendy Land," words by Percy French, music by J. A. Robertson; "Holland," a number in the School Unison Series; Four Dance Measures, by A. C. Mackenzie, for violin, with piano-forte accompaniment, and the following in the Berners Edition: "Three Sketches for the Piano," by Evangeline Livens; "Norwegian Fantasia," by A. Von Ahn Carse; "Forty-five Exercises for the Violin School," by Louis Spohr.



TWO CANADIAN SUCCESSES.

As such a large proportion of the women folk of the civilized world are knitting in these stirring times, it was a foregone conclusion that a song with "knitting" as the main theme would be written and composed.

Such a song, which will appeal to everyone, has been written by two young Toronto composers, Miss Muriel

KNITTING

SONG

Words & Music by
MURIEL BRUCE &
BARON SLOTTI

CHORUS

Knit - ting, knit - ting, knit - ting, with the kha - kn wool and
grey, Muf - fers, socks and bal - a - cla - ra caps, They are
knit - ting day by day, Knit - ting, knit - ting.

Copyright Canada 1915 by Empire Music & Travel Club Ltd.
British Copyright Secured
U.S. Copyright 1915 by Empire Music & Travel Club Ltd.
Assigned, 1916, to Chappell & Co. Ltd.
All rights reserved

THE CHORUS OF

We'll Never Let the Old Flag Fall

Words by ALBERT E. MACNUTT.

Music by M. F. KELLY.

We'll nev - er let the old flag fall, For we love it the best of
all, We don't want to fight to show our might, But
when we start, we'll fight, fight, fight. In peace or war you'll
hear us sing, God save the flag, God save the King, At the ends of the
world, the flag's un - furl'd, We'll nev - er let the old flag fall.

Copyright Anglo-Canadian Music Publishers' Association.

in heaps on the shelves, awaiting classification.

A special binding has been evolved for this library, by which volumes may be opened so as to lie flat on a music rack.

In addition to scores, the librettos of a number of operas are included in the collection. There are also a number of compositions represented, of which only a few dozen scores have been printed, and these for subscribers only. Dr. Locke was fortunate in securing several such.

"Toronto's leadership in matters of music warrants such a library, I think," stated Dr. Locke. "In fact, it is necessary if the city is to hold the place she has won. There are comparatively few people who could afford such a library of their own, and this will give even the poorest of music-lovers a chance to be-

sales for the month of April exceeded by several thousand dollars the total sales for the year previous to the taking over of the agency. This is of value as indicating the vastly increased demand for these products. Booksellers and stationers who have not already opened a phonograph department and who are located in towns where there is a reasonably good opening, should get into this line without further delay. There are several good makes of phonographs and records. Get one or another of these lines.



PUBLICATIONS RECEIVED.

Music received from Joseph Williams, Limited, the London publishers, include the song "It's Really a Wonderful Country," by Cyril Hemington and Patrick Thayer, sung in "The Follies,"

Bruce, daughter of Lt.-Col. John Bruce, and Baron Slotti. The title of the song is "Knitting," and is dedicated by permission to the Imperial Order Daughters of the Empire, and it is a most charming and effective number.

It was first sung to the soldiers in camp at the Toronto Exhibition Grounds and is now being sung by well-known artists at concerts. The splendid and appropriate words are set to martial music, and with the well-arranged contrast of emotions, the song catches the feelings of the present time all over the fighting world.

The publication bears a fine illustrated title in brown, by the title artist, Sharmer, depicting a lady knitting.

A reproduction of the chorus of this song is given on this page and also that of another Canadian patriotic song: "We'll Never Let the Old Flag Fall."

The MacLean Publishing Company

LIMITED

JOHN BAYNE MACLEAN - - - - President
H. T. HUNTER - - - - General Manager

PUBLISHERS OF

Bookseller and Stationer

and Office Equipment Journal

ESTABLISHED 1885.

FINDLAY I. WEAVER - - - - Manager

CABLE ADDRESSES

CANADA: Macpubco, Toronto. ENGLAND: Atabek, London, Eng.

OFFICES

Montreal 701-702 Eastern Tp. Bk. Building. Phone Main 1255
Toronto - - - 143-149 University Avenue. Phone Main 7324
Winnipeg - - - 34 Royal Bank Building. Phone Garry 2313
New York, R. B. Huestis, 115 Broadway, N.Y. Phone Rector 8971
Boston - - - Room 733, Old South Building. Phone Main 1024

GREAT BRITAIN—

London - The MacLean Company of Great Britain, Limited,
88 Fleet Street, E.C. E. J. Dodd, Director.
Telephone Central 12960. Cable Address: Atabek, London, Eng.

SUBSCRIPTION

Canada, \$1; United States, \$1.50; Great Britain and Colonies, 4s
6d.; elsewhere 6s.

PUBLISHED MONTHLY

Vol. XXXI.

MAY, 1915.

No. 5

A Plea for the Window

THERE are many retail dealers throughout the country who should be ashamed of themselves in so far as their regular window displays are concerned. They make a big effort around Christmas and probably one or two other special seasons of the year to show attractive and good selling trims, but the rest of the year, they act as if the window was a dumping ground for stale and other goods, forgetting that it is one of the most powerful stimulants for sales that the store possesses. The window deserves attention, not only at special seasons of the year, but every week. When large manufacturers go to the trouble and expense of conducting window display contests among retailers they must realize that these displays are going to sell a great amount of goods for them. Otherwise they would not spend the money and the time. Whenever a score or two of retailers throughout the country enter such a contest they find a great boost in sales. They realize the importance of the window and why should not every retailer in the country?

But when a few goods are practically thrown into the window without any thought given to the power of the display to attract attention, there is lost to the retailer an important force in so far as the making of sales is concerned. The window then becomes simply a miniature warehouse. What the people want to-day is something new, something original, something that has the power to draw them towards it, and this something should be there every week, not merely at Easter, Thanksgiving and Christmas time. Let every retailer resolve from to-day to pay the strictest attention to his window trims, and let him see that this resolution is consistently carried out.

Mail Order Houses Aggressive

MONTGOMERY & WARD, a mammoth mail order concern in Chicago, did a business last year of \$41,042,486. That was an increase of no less than \$1,316,774 over the preceding year. The net profits were \$2,010,093.

A few weeks ago there lay on a siding in Toronto two carloads of catalogues from a large mail order house in that city, ready to go out to thousands of homes throughout Ontario.

While figures are not available, it is known that the T. Eaton Co. did a much bigger mail order business last year than in any previous year.

Here are statistics that should cause every retail merchant in Canada to go after business in 1915 more strenuously than ever. These big mail order concerns are getting trade from in front of retail stores all over the country because they are making a strong bid for it. It does not appear that love of the home community has a great deal to do with the place of purchase of many people. They go to the place where they get the strongest invitation—whether this be the home store or the mail order house at a distance, and it is just as well every merchant in Canada realized this.

Nineteen fifteen is bound to be a big business year for merchants in farming communities where crops have been good, because the farmers have the money. While it is a long way to harvest time, the heavy snowfall of the winter and the fact that there will be more land in crop this year than last, make the biggest yield in Canadian history practically a certainty. It is up to each individual merchant to go aggressively after his share of the increase in trade—and if he gets it, the mail order houses will not have the same story to tell a year hence.



Do Your Share

EFFORT has been exerted to make this issue of *Bookseller and Stationer* intensely practical with specific references to lines that may advantageously be exploited but, of course, in a line of trade such as that covered by the average book and stationery store, it is utterly out of the question to make an issue comprehensive in the treatment of this subject. That very fact accentuates all the more, the extraordinary opportunities which the book and stationery merchant has for intensive merchandising.

Sometimes these merchants are prone to flounder about aimlessly amid the bewildering variety of little items constituting their stock and the additional items which hundreds of different manufacturers are continually pressing upon them. They should learn to discriminate, admitting into the store only such items as they are reasonably sure will be quick sellers and similar care should be observed in order to select those lines which will yield the most profit. Between, a line which can be bought to sell at a hundred per cent. profit, but which does not give good promise of ready sale and another yielding only half that profit, but which looks like a quick seller, the latter decidedly should have the preference.

Selling ideas and suggestions, together with photographs of particularly good window or counter displays that sell goods are wanted at all times. Let us have your help.

If your order has not been booked for a regular supply of **THE CANADIAN BOOK NEWS** send it in without delay it is an auxiliary of **BOOKSELLER AND STATIONER** to help the bookseller to sell more books.

The careful perusal of *Bookseller and Stationer's* different departments will give the alert dealer many pointers. It is our business to gather information of value to retail booksellers and stationers and not the least valuable of this is recounting of methods successfully adopted by other merchants. Just here let us appeal to each individual subscriber to assist the editorial department of *Bookseller and Stationer* by sending in information for reproduction in the department devoted to "How Other Stationers Do Things" and thus help to make it more and more a clearing house of mutually beneficial business-building ideas. Do your bit.



Adopting a Bargain Day

THE question is frequently asked if it is a good policy for a merchant to set aside one day in each week as bargain day. The answer is decidedly yes. The merchant who adopts this plan must first make sure as to the best day for the purpose and then steadfastly stick to that particular day throughout the year. Ordinarily the poorest day in the week is selected—Tuesday, Thursday, Friday—which ever best suits the individual case.

Right here, by the way, is a good place to suggest that care be exercised in establishing a bargain day. In making a bargain period out of a certain day be careful not to give the impression that yours is a bargain store! Too often this is the case, particularly with the smaller stores that undertake a weekly bargain day.

Danger also lurks in the manner of exploiting the day—through unskilled advertising and thoughtless salesmanship.

The question of what constitutes a bargain is not under consideration here; neither is the distinctly bargain store. The subject is "Bargain Day and How to Manage It."

Stores in the larger cities can successfully operate an every-week-in-the-year bargain day, especially if the store is highly departmentized and carries practically all the department store lines.

The smaller stores all do better with a series of bargain days, operated during certain periods of the year—weekly bargain days during the three summer months; bargain days for a period of six weeks; regardless of season, but dependent upon the condition of stocks and trade in general.

The point is to make the day really important as a special offering event; to have a bargain day in reality.



A GOOD PERCENTAGE of the eighty million dollars distributed in Canada for war supplies will find its way to the retail stores.

Editorial Notes

WORKING OUT PROBLEMS.—Don't look for the answers in the back of the book, work out your own problems then you will know "why."

DIPLOMACY.—It is all very well to like some kinds of customers better than you like others, but it's a mighty poor plan to let the others find it out.

CO-OPERATION.—The man who joins business associations only for the good they will do him is a form of sponge. Don't stop with getting all the good you can. Do all the good you can.

LONDON FINANCIAL CIRCLES now are looking for a collapse of Germany in a few months. The earlier fear of several years' duration of the war finds little credence now. This all helps business.

THE BUSINESS men of Canada realize that it is just as essential to success in war to keep the lines of business communication open as it is to send troops into the field to defend the colors.

IT LOOKS AS if there might be some tinkering with the parcel post zones. The retailers should see that there are no thin wedge edges injected into the present arrangement.

GET BUSY.—To revive business, business men should keep busy digging up business. If you have been resting on your oars, bend your back again and boost business by keeping yourself busy. Work will tell!

READ EVERY ARTICLE.—There is something in every article in this issue for the small as well as the large retailer. Every dealer should read them all and pick out the ideas that he can apply to his own business. By comparing the methods used by merchants who have supplied the ammunition for these articles with his own, the dealer is going to see his shortcomings and have them eliminated. The smaller merchant can always profit from the methods of the larger.

HOW TO USE CREDIT.—The intelligent use of credit eliminates waste and means conservation of resources. For instance, a merchant who is handicapped by being situated in premises that do not permit him to do the volume of business his possibilities assure can get credit to expand reasonably and that is the man who looks good to the bank rather than the man whose poor business methods get him into a tight place and who consequently wants credit to help him to extricate himself.

This magazine is independent of any wholesale book or stationery house, and is published independent of any publisher's or manufacturer's influence in the interest of the retail merchant. Doesn't this warrant your support?

An Experience With Ink

Story of the Man Who Wanted a Bigger Margin of Profit and How He Got "Stung"—An Object Lesson for Stationers.

BE chary about ordering quantities of any line that only one concern is buying from you. The writer recalls an experience in selling ink that should serve a good purpose here as an object lesson. The several leading makers of ink were stocked and sold out with clock-like regularity, each having its coterie of supporters in the various offices and schools, but one man of the crank variety who had charge of one of the biggest corporations in the city demanded a certain ink not carried in stock and would have no other. Liberal quantities were used, so the supply was bought direct from the makers, meaning, of course, an order of goodly size. This was done to get a close price. Unfortunately that freak office man was fired and his successor just simply wouldn't give house room to what he called "that rotten ink." Consequently a new shipment just in became sort of a white elephant. It took a long, long time to work it out. In fact, although the writer has been away from that store for several years he would be willing to place a little bet that there is to this day a goodly row of those quarts in the basement of that store.

Had that ink been in popular demand like the well-known standard makes favorably known through advertising and satisfactory use, the quantity buying for a close price would have been good business but under the circumstances it would have been far wiser to buy in smaller quantities from the jobber.

Along this line the following sane advice is given in the *March Business Equipment Journal*:

"Go through your stock some day, Mr. Stationer, and surprise yourself, if you have not already done so, by noting the amount of dead stock you have accumulated on account of the failure of customers whose wants you tried to anticipate, to send in the orders that they had given you reason to expect. Look at that stack of time-books! You have sold only one book of that particular number in six months—how long, at that rate, is it going to take you to get rid of the six gross you have on hand? Do I want to know how you happened to have such a stock of a slow-selling book? You don't have to tell me. One of your big customers ordered a couple of gross once—twice—perhaps three times and each time you were unprepared for the

order and had to keep him waiting for the goods. You resolved the last time that there would be no more of that monkey business and you ordered six gross of time-books that nobody else wanted, in order to please the one you thought did want them by promptness in delivery. Then, of a sudden, he decided to discontinue them and there they are. You have a lot of money tied up in that kind of stuff—you have no idea how much, though you may have a well-defined feeling that it amounts to more than you can really afford. Occasionally you have disposed of such goods without much, if any, loss. But generally it has been plunder that some cranks took a temporary liking to and that appeals to none of your other customers, so that when the cranks, with cranks' notorious fickleness, allowed their fancies to wander from the items you have stocked for them and rest on something new, you lost. So have a care. Let the other fellow anticipate such orders. There is plenty of business to be secured in staples to permit most stationers to struggle along without feeling the necessity of taking any risks on the freak stuff."

Some Helpful Hints to Dealers

ONE of the United States trade papers which deals chiefly with books, in its last issue presented some hints to dealers which apply to other branches of the book and stationery merchant's business. On the subject of individuality in business it said: "The successful person in any field is usually one with a strongly marked individuality. There's something different—something that distinguishes him from others.

The same is true in merchandising. The store that is different—that is up to date, progressive, pushing for business and satisfying its customers is the one to become a leader.

Don't follow blindly what others do; don't content yourself with copying other's plans. Be original; use your grey matter to make your store distinctive. The first store to paste war pictures in their windows drew the crowds. Now all the stores are doing it and the scheme has lost its value. So you should try something different.

Look over your window and counter displays.

OUTDOOR-SPORTS GOODS.

The season for outdoor sports is here—baseball, golf, tennis, motoring, fishing, etc., and attractive displays should be made of seasonable books and merchandise.

Young Canada will be your best customer for the next month or two. Arrange your display of baseballs, bats, mitts, guards, etc., in a prominent position in your store. The space it occupies will bring you big returns, and the boys will give your store more free advertising than you can get in any other way.

Place books on baseball prominently in the display. The boys will want the "Rules of the Game," as well as bats and balls. Placards, with catchy lettering, such as "Just Like the Big Leagues Use," or similar phrases, help create desire and fire the imagination of the boys.

Encourage the formation of "Nines," and it will be a good investment to give cheap cotton caps, bearing your advertisement, on band or visor, with the purchase of a certain amount of baseball goods. Cultivate the good will of the

boys. They will boost for you in return and will influence the trade of whole families in your behalf.

Study to improve them. Make them attractive. It is not an easy matter, but the more study and thought you give it, the easier it is to figure out new stunts to attract attention to your store.

The use of baby ribbon, leading from articles in the show windows to placards pasted on the window glass, has been found to be a good stunt by some dealers. Such devices cost but little, but they make your windows "different" and attract attention.

What has been said about window display applies with equal force to counter and shelf displays inside the store. You can't expect your customers to know you have a certain stock of goods if you keep them hidden under the counter. Display your books and other merchandise in such conspicuous places and attractive manner as to invite inspection. Create interest, arouse desire to possess and you will find increased sales the inevitable result.

ACROSS CANADA TRADE NEWS

Winchester, Ont.—Probably the oldest of Canadian stationers was William Bow, whose death was reported on April 12th. He was in his 90th year. He was in business sixty years, having started the first store in Winchester.

Sault Ste. Marie, Ont.—Lawrence, Limited, druggists and stationers, have opened a branch at Hearst, Ont. F. J. Willey has gone to Hearst, and A. L. Caldwell, formerly of Barrie, succeeds him at the Sault store.

Halifax, N.S.—The death occurred on April 19 of Walter C. Smith, formerly

charge of the book and stationery department there.

Winnipeg, Man.—W. A. Davis, formerly a Winnipeg bookseller and stationer, is now engaged in the manufacturing of the Davis Perfect Friction Car, the Winnipeg factory being a branch of the Seattle concern.

J. W. Diller has opened a new bookstore on Jasper avenue, Edmonton. He formerly devoted his time to selling books by auction in different towns.

William Scott, of Eaton's book and

More About Street Sales.

Montreal, April 22.—That the popular magazines sold by the newsboys at street corners are not books or merchandise, but are a variety of newspapers, and consequently are not subject to the \$100 tax which the city authorities seek to impose, was a claim placed before the Montreal Board of Control recently.

The imposition of a \$100 tax followed the protest of book dealers that the street trade was doing a serious injury to their regular business.



Interior of New Store Opened at 1278 Yonge street, Toronto by A. G. Crown.

employed by T. C. Allen & Co., book-sellers, stationers and printers.

Vancouver, B.C.—Walter J. Galloway has opened a big new book and stationery store on Hastings street in Vancouver.

The University Bookshop is a particularly fine new store in that city, advantageously situated opposite the post office.

Word comes from Kelowna, B.C., that P. B. Willets, druggist and stationer of that city, is seriously ill.

Victoria, B.C.—Miss Weatherstone, who has been a member of the selling staff of the Victoria store of David Spencer, Limited, has been given complete

stationery department, is in England on a buying trip.

Ottawa, Ont.—Richard Tanner is dead. He was formerly in the book and stationery business in Cornwall, Ont., but sold out about eighteen years ago, removing to Ottawa, where for more than half that period up to the time of his death he was the Ottawa representative of the Montreal wholesale stationery firm of McFarlane, Son & Hodgson.

Saskatoon, Sask.—A new book and stationery company will open in Saskatoon this month, at 226 Second Avenue South. The managership of the new company has been accepted by S. B. Parrott, formerly of the Parrott Stationery Company.

Fined for Flying Flag.

Kingston, Ont., Mar. 31. — Because Joseph Nash, proprietor of the College Book Store, put a Union Jack out in front of his store, and caused it to float over the sidewalk, he violated one of the city by-laws and in police court Magistrate Farrell imposed a fine of \$1 and costs. Nash said he would make a laughing stock of the city for having a by-law of such a nature.

Killed in Action.

Among the Canadians killed in the Langemarek action when the Canadians saved the situation, was Captain G. Massey Williamson, who was a director and assistant manager of the Colin McArthur Co., wallpaper manufacturers, Montreal.

HOW OTHER STATIONERS DO THINGS

A FILING cabinet for store plans and selling ideas is kept by one enterprising dealer as described in a New York trade paper. As he looks through his trade papers and sees descriptions of clever window trims, new selling and advertising ideas, and suggestions of value dealing with store management, he files them in a cabinet of four sections, one for each of the headings to which reference has been made here. Thus, they are ever available for ready reference and when he wants to know how other dealers have handled trade problems bound to present themselves from time to time in every store, he goes to the cabinet and there finds a valuable fund of information to guide him. The cabinet takes up little space and this idea will commend itself to progressive Canadian booksellers and stationers.

One Cent Lines.

Do not neglect the sale of one cent items. There are lines which the average dealer buys continually at a dollar a gross or thereabouts, and which move out so fast that quite frequently the dealer has to inform the customer that the line is out of stock. Every time a dealer has to say that in the case of goods in steady demand he is boosting business for his competitor. Don't do it. Keep up your stock and push the sale of these lines. They sell so easily and so rapidly that the handling of these popular one-cent items is highly profitable.

Quite often the sale can be raised to dozen lots. Therefore display this sign prominently:

1c EACH.

10c A DOZEN.

Reference has been made before in Bookseller and Stationer to the "penny sale." A. J. Roos, druggist and stationer, Berlin, Ont., has held a successful sale of this kind, selling two ten-cent articles for eleven cents, two fifteen-cent articles for sixteen cents, two twenty-cent articles for twenty-one cents, and two twenty-five-cent articles for twenty-six cents. Thus, you see the purchaser gets a ten, fifteen, twenty or twenty-five-

cent item for one cent. This idea could be effectually used to liven up slow selling goods and a few exceptionally desirable lines could be advantageously included acting as a pinch of salt to whet the appetites of buyers.

Keep Showing New Goods.

MANY dealers fail to realize the importance of keeping their stock up to date and replete with new and seasonable goods. There is hardly a town but that offers good possibilities for increased trade for the dealer who holds his customers by always having something new to show them. The public is always on the lookout for the "latest," whether it be in the stationery line or any other line. The dealer who runs in a rut will have to "take a back seat" in these stren-

BOOKSELLER AND STATIONER WOULD BE PLEASED TO HAVE BUYERS MAKING A FEATURE OF SPECIAL SALES, SEND IN PARTICULARS, THEIR METHODS OF ATTRACTING ATTENTION, ETC., AND IF POSSIBLE PHOTOGRAPHS OF WINDOW OR COUNTER DISPLAYS. MERITORIOUS PHOTOGRAPHS WILL BE REPRODUCED IN SUBSEQUENT NUMBERS OF THIS JOURNAL.

nous days, unless he can give his customers the latest that the market affords.

It takes but a few visits to your shop for your customer to get a general idea of what you have on hand; accordingly your stock should be brightened up whenever possible with a few of the latest novelties that are in the market. Thus, a customer will enter your store feeling that he will see something out of the ordinary, and your chances of selling him staple goods are materially increased.

There is a continuous demand for desirable novelties which will amuse as well as be useful. Inventors are quite as wild in some of their efforts in this line as in others; but when one is made that is satisfactory, there is no difficulty about selling it. The only two things to be considered are attractiveness and cheapness. Given that combination, there

is a sure market. Some of the novelties offered are neither, but perhaps one might say that it is rare to find both necessary features entirely wanting. As a rule there is something to meet the demand of possible purchasers. The largest request is for those which will amuse the children. They are forever looking for something new; something that will not cost more than ten cents and which will please them for a time. The advantage of this trade is that children soon tire of anything, however attractive it may be, and want something new. If a dealer has another novelty ready, he can make just as large a sale as he made on the first. There is an established trade in novelties, which is more profitable than some other lines, and which moves a good deal faster than many. It will pay dealers, therefore, to cultivate their novelty trade, particularly during the warm months, when the sale of staple goods is quiet.

Beware of False "Bargains."

Beware of the false bargain and the house that sends out alluring offers of merchandise at cut prices. Short count tablets and blank books, inferior grade pencils and pens, poor inks and shoddy goods of all descriptions go to make up the stocks of such concerns. On the commercial headstone of many a defunct dealer should be inscribed: "He cheapened himself out of existence." Beware of mere cheapness, and remember it is easier to lose a customer than to gain one. Trade with the house whose goods you can depend upon, and look out for the house whose only claim for your consideration is in underselling.

When you fall ill do you send and ascertain the prices of the different physicians and employ the cheapest? Do you get bids and accept the lowest? No, you don't, for sickness is an important matter. Is not business important? Let us be consistent. Do you order your stationery and other supplies on the same principle that you order other important affairs, or is price the only consideration?

About Price Marking.

Dozens of sales are lost every day by not having prices plainly marked on the goods. Many persons, especially men,

dislike to look at an article, ask questions about it and then walk off without buying. The price does not necessarily need to be a bargain; that is not what they are looking for. In fact, most men don't know a bargain when they see it. They want to know if the price is within their means before examining further. It is a common thing to see men walk along a street and glance in the windows until they see one with whatever they need or fancy with prices on and stop.

Tips on Advertising.

Stationers say that they increase their sales materially with moderate advertising. The best way, according to one retailer, is to begin with half a column, in the local paper or papers, giving some account of the stock, and closing with a cordial invitation to call and get samples. Follow this up with three or four-inch advertisements, in which only one particular article is treated. It isn't much trouble to prepare something that will make a good advertisement if you know your stock.

Many dealers advertise some novelty each week in their local papers, and they say it brings business every time.

A well regulated hen does business every day and vociferously advertises the fact. When she fails to cackle, you may be sure that there is nothing doing. If you are doing nothing worth while, or if you are ashamed of your business, you have a good excuse for not advertising. Otherwise,—otherwise!

Stationery Specialties.

As a means of attracting trade, the attention of stationers is directed to many items of office equipment which are widely advertised in the general magazines. This national advertising is particularly valuable to the local dealer. Well known brands of paper fasteners, letter clips, erasers, index cards, loose-leaf systems, ink wells, postal scales, filing and document envelopes, glass desk pads, flexible leather desk pads, and many other specialties suggest themselves in this connection. Stationers can link up with this national advertising by having effective window and counter displays of these articles from time to time.

One wide-awake dealer adopted the method of having a prominent show card in his window with this wording: "We can sell you any office specialty which you see advertised in the magazines and newspapers, and you will save money by buying it here."

Reference was made in the April issue, to the good work of R. R. Colpitts & Sons in getting orders for "Nelson's

History of the War" but the town was given as Chatham, whereas it is Monton, N. B.



RELIGIOUS SERVICES IN FACTORIES.

As the outcome of the Billy Sunday revival meetings in Philadelphia, regular weekly services are now held in different factories, including those of the Moore Push Pin Co. and the Blaisdell Paper Pencil Co.

"Isn't this rather unusual?" asked the visitor, and in reply learned that it was the direct outcome of the recent Sunday campaign. From Mr. Moore, president of the company, the following facts were gleaned:

At the close of the Sunday campaign a lady asked permission to hold a weekly service between noon and 1 o'clock. Finding that his numerous employees would like it, and being more than favorably inclined himself, Mr. Moore readily granted the lady the permission sought. Invitations were sent out to the adjoining factories, including the Blaisdell Paper Pencil Co., whose new plant adjoins the Moore factory, and who themselves hold a service every Monday, and the first meeting was held with a large congregation, which has increased at every service since. At first there was no instrumental music, but as the employees of the push pin plant grew in interest a piano was secured, and P. G. Underwood, the sales manager of the company, brought down his cornet, on which he is an excellent performer, and thus a choral programme was arranged that does much to make the exercises of greater interest. Mr. Underwood has developed into a regular Rodehearer—the Sunday choir leader—in getting out the vocal end of the service.

At each service there is an address by a visitor, a few remarks from Mr. Moore and the reciting of Scripture verses by the employees, who delight in showing their knowledge of the greatest book in literature.

Inquiry at the Blaisdell Paper Pencil factory found that as much interest and pleasure was derived by the employees at that plant as at that of their neighbor. Stewart Heist, head of the pencil company, said:

"Every one of our force seems to derive benefit from our Monday service."



"Quality First"

Should be the Slogan for Made-in-Canada Goods.

A committee of the Canadian Manufacturers' Association is endeavoring to raise money to advertise Made-in-Canada

goods. In theory the proposal is excellent but in practice is it really wise? Most Canadian manufacturers take a pride in their products, put their names on them and turn out something that is equal to and in not a few cases superior to anything of the kind produced in the world. On the other hand there are some Canadian manufacturers who unfortunately think their own interests are best served by making the cheapest and most inferior article they can force upon the buying public. They think a slightly better immediate profit is better than building up a reputation for high-grade goods. These experiences and the exposures in connection with inferior qualities supplied to fill war orders show that there are some Canadian manufacturers who ought to be behind the prison bars as the Premier suggests.

Even members of the committee recognize this weakness. Only the other day one of them placed an order amounting to several thousand dollars with a United States firm though the same products are made by another member of the association in a near-by town. The first manufacturer would much prefer to buy Canadian make but he knows from costly experience that his neighbor is too indifferent to take pains and turn out a satisfactory quality.

A general campaign of advertising Made-in-Canada goods would be paid for largely by the firms who are making high-grade goods while the benefit of such a general campaign would be derived chiefly by the men who are trading on Made-in-Canada reputation and producing inferior goods to sell at slightly lower rates.

The committee of the Canadian Manufacturers' Association would be far better occupied and could do more real good for Canadian manufacturers if they were to devote their energies to improving the quality—by moral and other influences—of the goods produced by the scoundrels who would injure the good name of the reputable Canadian manufacturers.

Canadian manufacturers who produce an article of which they are proud, behind which they will stand, should let the public know of it. They should advertise it extensively over their own names and not pay and be sponsors for the firms who have no care for their own or our national reputation. On the other hand the newspapers should, as far as possible, refuse to insert advertising of any but satisfactorily made products and by their editorial policy make it unprofitable for the chronically disreputable manufacturers to stay in business.

Why Stationers Should Sell Cameras and Photo Supplies

Majority of Book Stores Now Have Departments Devoted to This Line, But Some Have Not Yet Awakened to This Opportunity for Profitably Extending Their Business.

THERE is no logical reason why there should not be as large a percentage of stationers selling cameras and supplies as in the drug store class. In fact there is, if anything, a better reason in the case of the stationers. Why should not one be able to buy his photographic paper at the store where he buys his letter paper? Or, where he purchases his fountain pen with which to recount to his friends by letter his vacation pleasures, why should he not be able to buy the camera with which to make his vacation pictures? Pictures, as you know, tell a story much better and quicker than words.

The installation of a photo-supply department in a stationery store is very simple. The goods require very little space. No expert help or extra clerks are required. Photographic experience or technical knowledge on the part of the salesman is not necessary, although of course, it would be desirable. The initial investment is comparatively small, one hundred dollars usually being sufficient in a small town although a two hundred dollar stock will add enough attractiveness to the department to more than offset the interest on the additional outlay and will assure prospective customers that the photographic department is not an experiment but an established feature of the business. There is no risk as the goods are in constant demand. The manufacturers supply free all that is necessary in the way of signs, window trim, catalogues and advertising literature as well as suitable electrotypes for newspaper or circular announcements. To those who can use them are furnished lantern slides for advertising in the moving picture theatres, street car cards and many other useful helps.

The four principal items carried are cameras, films, printing paper and chemicals, in addition to which a few small developing and printing accessories are advisable. The sale of a camera means the greatest amount of profit per sale, but by far the greater percentage of profit from the business is made through the sale of film and paper.

Some stationers who take up the sale of photo supplies as a department of their business will desire to install a fin-

ishing department. From the development of films, print-making and enlarging many dealers augment their income greatly. Such a department requires the building and equipping of a suitable dark room, with electrical or gas lighting devices, running water, tanks for the development of film, and printing machines.

The average small dealer will combine economy with efficiency and arrange with the local photographer to do the finishing work on a basis profitable to both. A twenty-four hour or even a shorter service can often be secured in this manner.

The foregoing has been written with the idea of convincing the stationer that a photo supply department can be made one of the best paying departments of his business.

Photographic goods are attractive in appearance and display well. The cameras, in a glass show case add distinction to the general stock of the store. The paper, film and chemicals are neatly and attractively wrapped so that the shelves on which they are arranged are always bright and pleasing to the eye. The pleasures of picture taking and making appeal strongly to every one, hence all patrons of the store are prospective customers. If they have a camera they always need films, and if they have none, they want one and will buy it some day. The manufacturers are always ready to assist by giving advice and information based on wide experience and to cooperate in advertising not only by means of window display but also by general magazine publicity prepared especially from the standpoint of the dealer and designed to attract trade for him.

Photo supplies is not merely a side line. It is a distinct department, which in some instances installed as a subsidiary division of the business becomes in a surprisingly short time the principal source of income for the stationer who takes advantage of the opportunity which we are told "knocks at least once at every man's door."

Many stationers could materially increase the sale of passe partout binding by featuring this as a specialty in the camera department, urging camera devotees to use this method of framing

pictures. It possesses many advantages. The method is simple, effective and economical, allowing ample scope for the exercise of individual tastes.

Another line from the regular stationery stock which could be readily sold as a specialty in the camera department is white ink or white water color paint for marking prints. A clever title or humorous expression under a print adds immeasurably to its interest in a collection. The dealer should urge upon amateur photographers the advisability of adopting this course. It would be a good idea too, to occasionally display a creditable collection of amateur photographs, because this will inspire emulation on the part of other amateurs.



CAMERA TRADE TIPS.

It is only natural to suppose that the rise in the price of plates and the heavier increase in the cost of many of the chemicals in most common use will reflect to a certain extent on the purchasing powers of a large number of photo enthusiasts, and it behoves the dealer to do all he can to offset this. In this respect a little extra attention to the displaying of equipment and camera paraphernalia: the hanging up in a conspicuous place a good enlargement of a local view, preferably taken by one of the dealer's own customers, would do much to stimulate and "keep going" even the most economically inclined amateur. "Business as usual"—and better must certainly be the motto of the photographic department this season as never before.

Have you a large stock of photograph albums on hand? Why not try a special display and boosting campaign right now when the season is starting, suggesting to the customer that he should buy his album now for his summer "snaps" and paste them in as he goes along rather than let them accumulate (as he probably did last season) until the work of pasting in dozens and dozens of prints at one time became quite an ordeal rather than a pleasure. Try it out and write and tell us of your success.

PROFITABLE PUBLICITY

Paul's Book Store of Napanee, Ont., features a ten-cent table of useful household articles, which fit in very nicely with their wall paper and window blind department. A reproduction is given here of a recent advertisement of theirs appearing in the Napanee Planet. It is an interesting advertisement, and will doubtless prove to be a good business bringer in spite of its defects. The arrangement is faulty and the typography is very poor. A re-set design is given here to show how easy it would have been to add to the effectiveness

Paul's Bookstore

Housecleaning time is here, and we have the articles you want. First and foremost is WALL PAPER, and in this line we will not take off our hat to anyone.

Remember we have the goods, and our experience of fifteen years, with the largest Wall Paper house in Canada is at your call. Every grade from the cheapest to the best.

Next, Paints, Varnishes, Brushes, etc. Window Shades, a full line.

Saturday Special

Shades, all colors, including Duplex Green and White, only 30c.

On Our 10c. Table

You will find Carpet Whips, Tack Hammers, Brass Extension Rods, Paint Brushes, Scrubbing Brushes, Carpet Tacks, 3 for 10c., and a great variety of useful household articles.

Try our Stick-Fast Paste.

Satisfaction guaranteed at

PAUL'S BOOKSTORE

and good appearance of this advertisement.

C. A. Wheatley, of the Variety Store, Battleford, Sask., recently featured a ten-cent china assortment advertising the sale by means of a window display and newspaper space.

Another Dollar Day.

The merchants of Moose Jaw, Sask., have recently had another successful Dollar Day Sale. Among the advertisements reproduced in this issue is the "Dollar Day" advertisement of the Ware Stationer Co., of that city, which readers will readily agree is an especially meritorious one.

Talking Machine Advertising.

The Grigg Book and Stationery Co., of Pembroke, Ontario, in a recent newspaper advertisement featured grafonolas from \$20 to \$250. Here are paragraphs from the advertisement in question:

"The fascinating fox trot, the wily one-step and the happy hesitation are all health-giving, invigorating, beneficial exercises. When done amid the congenial, informal surroundings of your own home they are doubly pleasant.

"Here are some dance records that have set New York a-tinkling:

"Valse Marie," "Enticement" tango, "Old Folks Rag" fox trot, "Destiny" waltz, "Personality" one-step, "Rueben" fox trot.

"Hear these records at our store. They play on any disc machine."

Office Supply Ads.

Kempton's Book Store of Weyburn, Sask., uses newspaper space to advantage in featuring office supplies. In addition to such items as desk calendars, typewriter ribbons, carbon paper, files and transfer cases, legal forms, synoptic books (10 to 36 columns), blank books and desk sundries, they advertise office desks, filing cabinets (in wood and steel), sectional bookcases, architects' supplies, typewriters and duplicators, thus living up to their slogan: "Everything for the Office."

Among the book stores that have been doing good newspaper advertising of the wall paper department are Gundy's, St. Thomas, and Brown's, of Collingwood.

LINK UP WITH MAGAZINE ADS.

Many a bookseller wastes an inexpensive means of effective advertising by not taking advantage of the opportunity afforded by the distribution of magazines through his store. Practically every periodical he sells contains advertisements of goods he sells. In many cases readers seeing the advertisement are liable to be left under the impression that that particular item is not obtainable in the home town. A rubber stamp

Housecleaning Time is Here

and we have the articles you want.

First and foremost is WALL PAPER, and in this line we will not take off our hat to anyone.

Remember we have the goods, and our experience of fifteen years, with the largest Wall Paper house in Canada is at your call. Every grade from the cheapest to the best.

Next, Paints, Varnishes, Brushes, etc. Window Shades, a full line.

SATURDAY SPECIAL

Shades, all colors, including Duplex Green and White, only 30c.

ON OUR 10c TABLE

You will find Carpet Whips, Tack Hammers, Brass Extension Rods, Paint Brushes, Scrubbing Brushes, Carpet Tacks, 3 for 10c., and a great variety of useful household articles. Try our Stick-Fast Paste.

Satisfaction guaranteed at

**PAUL'S
BOOKSTORE**

on the margin stating that the article in question was obtainable at ———'s bookstore, would inform him and be advertising of the most effective kind. Try it.

advertisements in point of arrangement or typographically, because each one of them could be improved in effectiveness, but they are shown because they exemplify timeliness, which is a most impor-

for them is strongest. This particular advertisement could have been improved by allowing a little more margin at either side.

Persistency is the cardinal virtue of advertising. This is the one point upon which every one of us is in complete accord. Persistency stands in the forefront—above and beyond every other advertising thing. The more times you say a thing; the more times you display a trade mark or package; the more times

Get the BEST

and Forget the Rest



We have the Finest Line of —

Go-Carts
Toy Wagons
Boys' Wagons
Wheel Barrows
Baby Carriages
Children's Sulkies
Children's Shoo-Flys
Collapsible Go-Carts

SOLE AGENTS FOR FAMOUS
GENDRON CARRIAGES

EDMONDS' Book and Fancy Goods Store

Saturday Sales.

Hay's Stationery, London, Ontario, features Saturday appeals in the London newspapers. In a recent advertisement they offered 100 boxes of gold initialed correspondence cards at a clearance price of 15c a box, as well as spe-

tant part of good advertising. The Edwards advertisement, aside from the rather stereotyped heading and equally trite subhead, is a commendable advertisement in that it effectually attracts attention to items that are good sellers in the Spring months. The Thomson ad-

Timely Books Relative to the War

By Cecil Jane—"The Nations at War." Price \$1.00.

By a British Officer—"German Army from Within." Price \$1.10.

Webster's "Britain in Arms." All about the military forces of the British Empire. Price 40c.

THOMSON STATIONERY CO., LIMITED

Gaskell Book & Stationery Co., Ltd.

325 Hastings St. West

679-681 Granville St.

cial offers in pictures, correspondence papers, some of the latter featuring the flags of the Allies.

Advertising the 5c to 25c Department.

Holliday's Book Store of Leamington, Ontario, continues to do some effective newspaper advertising of 5c to 25c lines, featuring them as "necessary goods at popular prices."

Timely Advertising.

The advertisements on this page are reproduced, not as examples of ideal

vertisement of war books shows that this firm has an appreciation of the value of newspaper advertisements that link up with the subject in the news columns that is uppermost in the average reader's mind.

The Holiday advertisement was run several weeks ago—before the baseball season opened—but it affords a good example for other stationers to follow as respects the advisability of giving publicity to baseball and other sporting goods in the season when the demand

Baseball!

Every indication of an early Spring. Baseball again will soon be the topic of the day. Already there are signs of organization of the various teams.

Everything in Reach and Spalding's Ball Goods in stock, including Bats, Mitts, Gloves, Cork Center Balls, Shin Protectors, Masks, etc. Also Tennis Racquets, Ayers Tennis Balls, the best made, Fishing Tackle, Marbles, Allies, Jackstones. Skipping Ropes, etc.

Headquarters for - Sporting Goods

Out of town baseball clubs invited to see our stock and get our prices.

**HOLLIDAY'S
BOOK STORE**

Talbot Street Maxon Block

you get your name, your business, your message and your product before the public eye, by just that much do you add to the sum total of that elusive thing the dictionary calls "Reputation." It is the repeated impressions created by advertising that establish a demand, and these impressions are seldom built up in a week, a month or a year.



By the time a merchant learns how to keep his store by the guess methods he will have become old enough to retire and probably will have to do so.

If you can make the customer think as you do about the goods, you can make the sale—unless there is something wrong about the goods.

FIVE TO TWENTY-FIVE CENT BUSINESS

Variety Trade News

STRIVE for rapid turnover. Take popular lines showing good margins of profit. Push and keep pushing them. There are novelties, and staples as well, which will move out rapidly again and again, the dealer doubling his money every time. Get into this game and watch your business grow!

Use the show windows, the counters, the show cases, the ledges, to the best possible advantage, string wires with displays across the store, devise new stunts for attracting attention at the store entrance. Run crisp advertisements in the newspapers. Get your store talked about. Make it a hub, keep it alive, and buyers will come often.

Fans to the Fore.

Now is the time to get the stock of fans in shape for the demand in the next few months. Japanese fans will sell readily and can be effectively worked into displays. With them, show fan chains.

15c Phonograph Records.

A good item for the 5c to 25c department is the fifteen-cent phonograph record now obtainable in an immense range of titles. The post card phonograph record is a ten-cent novelty worth pushing. Push also the sale of 25c albums for accommodating the 15c records.

Fishing Tackle Time.

Fishing tackle time is here and in the "Izaak Walton" accessories are numerous items worthy of special attention in the "five to twenty-five" department.

Beads Are Good.

Just now and for several months beads will be good selling items. They can be attractively featured in displays, thus attracting attention that will create sales.

New Back Combs.

Black pierceless earrings, high stock collar pins, "ehin chin," "Mikado," and "Maxine" and other similar back combs, are among the ready selling notions across the border just now.

As to the Election.

Whether Grit or Tory every merchant can sell specialties to people of both

stripes. Do not let the election distract your attention from business, but use it to help your business. Timely advertising and displays, taking advantage of election interest, will enable the live-wire dealer to considerably augment his sales.

Victoria Day.

War time makes patriotic goods gilt-edged stock, but Victoria Day enables the dealer to especially feature them. The variety is limitless and so is the possibility for creating attention that will promote sales.

Why Not Confectionery?

Druggists sell candies: why should not your five to twenty-five department do likewise? A good stunt is to get patriotic packages—boxes with flags of the Allies, pictures of prominent military men, of Royalty, and of the fighting men themselves are obtainable. They are sure sellers. Get in on this "velvet."

Fireworks and Flags.

Flags and bunting, fireworks and other Victoria Day specialties should be aggressively pushed both for May 24th and for Dominion Day. Determine to make the most of these opportunities this year.

As to Sheet Music.

Some dealers have started and made a successful start too, with only a five-dollar assortment of sheet music, but it is more advisable to invest at least \$25, but the stock need at no time run over \$50, even in cities, in order to do a good volume of business in sheet music. This question is regulated, of course, by the locality and source of supply.

Avoid Over-buying.

Do not allow "the quantity" price to tempt you unduly. If you are absolutely certain of selling out gross lots within a reasonable time, buy by the gross and get the extra five or ten, but have a definite buying policy, keeping close tab on sales and stock at all times. Keep a want book. Replenish the stock of quick sellers but avoid having too much money tied up in stock. It's better to have an available balance in the bank than to run the risk of being caught with too large a quantity of goods that will become dead stock and consequently a dead loss.

Keep Smiling.

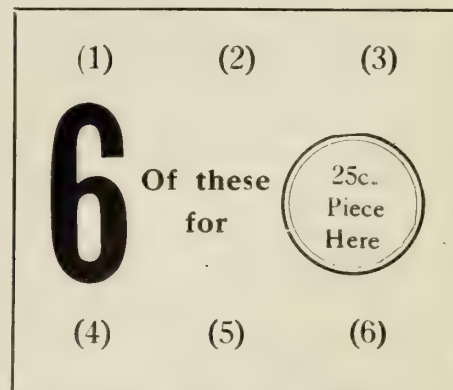
The calamity howler is already in the land. How he has been enjoying himself in the last eight or ten months as he sees his malevolent efforts rewarded by seeing business men lose their business acumen, "quitting cold," whereas continued effort along intelligently aggressive lines would dispel business cowardice. Don't be a knight of the doleful countenance—keep smiling, use your wits to increase trade and business will be good.

Helps Toy Sales.

"Toys all the year round," is a slogan which has frequently been impressed upon booksellers and stationers. The 5 to 25c department idea will prove a wonderful help towards the realization of this ideal. The method to follow is to display toys so that they will catch the eyes of the children as parents are buying other goods. Keep the toys attractively displayed at all times, changing them around so that the impression is given to people that something new is to be seen every time they come into the store.

Money Signs.

Try out this idea in your window, placing the card so that it will directly meet the eyes of people stopping to have a look:



Attach articles where figures appear in this diagram.

Just the one idea is illustrated but the quick-witted merchant or assistant can readily devise many others. Work out novelty ideas continually. It will certainly make your store a centre of interest.

War Increases Toy Soldier Sales

Shotguns Also Best Sellers Now, and New War Games Being Devised for Children.

By Elsie Clews Parsons in New York Times.

"WE thought there were soldiers enough being killed off, so we put dogs in here," said the toy agent, pointing to the little target figures at the end of the toy rifle range he was showing me. His exhibit was the first I visited; the other toy manufacturers, I soon found, had not made such pacifist compromises with the prevailing war spirit.

To take the place of the lead soldier made in Germany, one firm had made a steel soldier very durable and quite neutral, his breeches Magyar, his coat English, his helmet German. He is cheap, too, the little set of fifteen infantrymen and three cavalrymen costing 25 cents, as against the price of the imported pewter set of soldiers, \$1. As for the sale of the paper and wooden soldier of a neighboring exhibit, it has gone up from the rate of three million a year before the war to five million since.

The sales of the toy shotguns have also increased. In one firm the employees have been increased from sixty to one hundred and eighty, and they work in day and night shifts. This firm made not only guns but war games. Their history is interesting because it is so recent. They are an adaptation of the peaceful map game made by the firm before the war, a game of the shortest routes for parcel posts or a game to be won by locating the capitals of the States or by naming rivers and harbors. To-day a boy will learn geography, not in puzzling out the quickest means of transport or communication, but in planning how to outwit the enemy and capture his forts and his men. Similar map war games, let me add, are sold by several firms, and by the thousand.

Although war games were in the market before the European war, since the war their sale has greatly increased. This increase impresses me as one of the most important effects in this country of the European war. Disputations about this impression I cannot be, for my evidence will not be available for another decade or two, not until our little boys have grown up; but I can argue that it is by the most militaristic of the European countries that the toy soldier has been produced, and I can reflect upon the consequences in general of war toys and games.

Taking war for granted, must they not habituate to it the mind of the child? To the little boy who shoots down with his popgun his row of pewter (or steel) soldiers, does not the idea of kill-

ing people become a familiarity of a kind, freed at any rate from the dismay caused by novelty? It is not as thorough a familiarization, I grant you, as that thrusting of spears into a worn-out old crone the lads of Borneo are sometimes forced into by their militaristic elders, still it serves as an introduction to the idea of killing people, an idea, I venture to say, that does not come easily to either the savage or the child. To inculcate it, the instincts of fear or of play are necessary.

Soldiering is indorsed and made familiar in the nursery by other associations. "Stand up straight, like a soldier," says a mother to her ambitious toddler. "Be brave, like a little soldier," she urges, as she pricks a splinter out of a finger. "If you're good, mother will make you a soldier's cap." Poise and self-respect, bravery and virtue, are the attributes, then, of a soldier, mixed together in the mind of the child, and to please mother and get the rewards she holds out one must be like a soldier.

This complex of feelings, impulses, and ideas about soldiering or fighting, given as it is at the early, impressionable age, is not easily analyzed at a later period. No such early association is. Early associations are hard to break up; they resist the analysis of reason. They are resentful of the processes of criticism. To force them to relinquish their hold is so painful to most of us that we search for excuses and means of escape. Often we take refuge in the plea that what is asked of us is against human nature. When I allege that a given course of conduct is against human nature, what I usually mean is that it is destructive of the associations made in my mind when I was a very young child.

"But why not make these early associations?" asks the earnest mother. "I want to impress my boy with a standard for bravery," she urges, "and, though I do not believe in war, I can do it best through the war standards. What a boy believes in he must be ready to die for. Tell me, if you can, what gives him as great a spirit a self-devotion as playing soldier, not to speak of the glamour in it, the sense of adventure?"

In pioneering, in exploration, in surveying, in bridgework and railroading there is adventure; in discovering the secrets of nature or fitting them to man's service, in making beautiful things, in all such effort or accomplishment there is glamour. Discovery and

adaptation may be equivalents to the imagination for destruction. Outside of military circles how many men there are after all in whose lives the heroic may be a commonplace. The engineer who saves the bridge he has built from flood, his railroad from landslide, the bacteriologist who saves unnumbered thousands from yellow fever or typhoid, the forest conservationist or fire fighter, the irrigationist, the miner, the steeplejack, is not each quite as potential a hero as a soldier?

Records of life-saving may be quite as thrilling as records of war, and toy life-savers might be just as alluring, I fancy, as toy life-takers. Indeed, were I a manufacturer and a bit of a pacifist, the experiment of making toy life-savers would appeal to me — firemen, coastguards, lighthouse keepers, deep-sea divers, forest rangers, railroad signalmen, the monks of St. Bernard and their dogs, Red Cross workers. For all these and their outfits or paraphernalia, would there not be a market—a market for the rescue toy against the war toy with "to mothers who do not believe in war" the text of its advertising? From the pacifist point of view the experiment is undoubtedly worth while. Commercially it may also be warranted.



NEW TOY FACTORY.

M. Shapiro, of the 5, 10 and 15c store, is starting a factory for the manufacture of all kinds of metal toys, such as money banks, stoves, toy pistols, trains, etc. He is equipping himself with numerous samples which in the past have been made in Germany, Austria and Hungary, and intends working up a Canadian trade in this line. He is sparing no expense, and intends erecting a factory in Connaught Gardens. This is certainly a good movement on Mr. Shapiro's part, and no doubt will be a benefit to Newmarket. We wish him success in his new venture. — Newmarket Express-Herald.




TOY INDUSTRY GROWING.

Readers will recall that in last month's issue mention was made that the Canada Toy and Novelty Manufacturing Co. were about to locate in Oshawa. The Reformer of that town announced that the company would employ thirty to forty hands. That paper made mention also of orders on hand with the company for 25,000 of one particular toy.

CARDWRITING MADE EASY

by
R.T.D. Edwards



LESSON NO. 4.

IN this article, No. 4 of the series, I am going to dwell at some length on one of the most important features of card writing, viz., brush work. The brush is the most important tool of the card writer's equipment. The card writing pen is quite satisfactory for some kinds of lettering, but if a card writer is a master of the brush he can get along much more easier without pen work than he could without the brush. With a brush it is possible to do heavy one-stroke lettering or very small work, and this can be done rapidly by the man who is able to master the brush. The brush can also be used for making large outline lettering such as used for posters or large cards. For work of this kind a pen is not the correct tool, but it has been shown in previous articles that the pens will do the work if brushes are not available.

In selecting brushes, I would recommend "red sable writers." The hair of the red sable brush is arranged in such a manner that it works out to a chisel point. The round ferrule can be secured in nickel-plated or brass. When testing a brush wet in clean water and draw the hair of the brush gently between the thumb and forefinger. Thus, the length of the hair is shown and in a good brush the hair will be of uniform length, such as shown in Fig. 1.

The Best Brushes.

The five illustrations accompanying this article show the regulation sizes of the best red sable lettering brushes. The illustration is made from an actual photograph which shows the ferrules and hair of the brushes. The black stroke above each brush indicates the width of the stroke made by the brush below. Of course, the width of the stroke is very often regulated by the

quantity and thickness of the paint carried in the brush while lettering.

In buying a brush be careful you do not get a brush with an uneven tip. In Fig. 2, note the centre brush. A brush like this is absolutely useless for good card writing. It is well to remember that the hair at the end of the brush is, or should be, the natural ends of the hair as it grows, and this is the reason why it can be brought to a fine wedge point. If the hair is uneven it is necessary to trim the ends and this makes a hard point in the brush. The hard point is not satisfactory in doing good lettering.

Figure 2.

Select the first brush I have shown in Figure 2. I would also advise the use of a sable brush with a round ferrule. The round brush is more easily controlled than the flat and will carry more color; it also has more spring and life.

Two, or at the most, three, brushes

will be sufficient for the beginner to purchase. The card writer should always keep his brushes in good condition. Neglect will ruin brushes. Always wash the brushes thoroughly when through work. Paint left in the brush at the root of the hair will split the hair and cause it to fall out (see illustration in Fig. 2).

After washing the brush be sure and see that the hair is straight and in proper working shape. If stray hairs get out of shape and are allowed to dry the working quality is impaired. Should the paint at any time harden in the brush, let it soften in water for five minutes before attempting to clean it. Do not bend the hair if the paint has dried on it, for this loosens the hair from the ferrule and causes dropping out, thus rendering the brush useless for card writing.

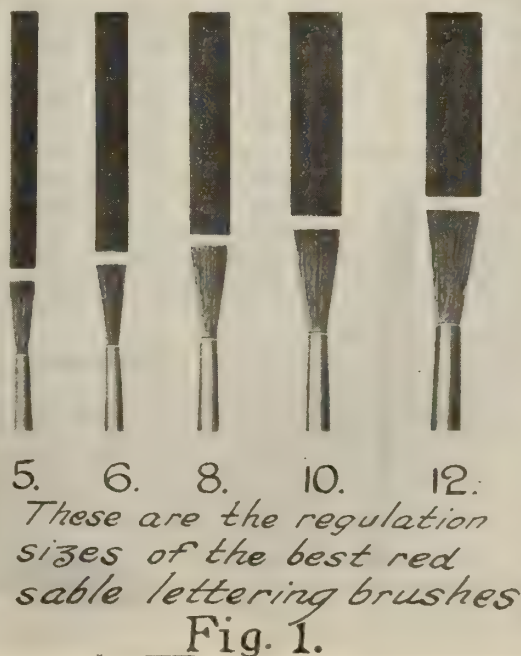
Caring for the Brushes.

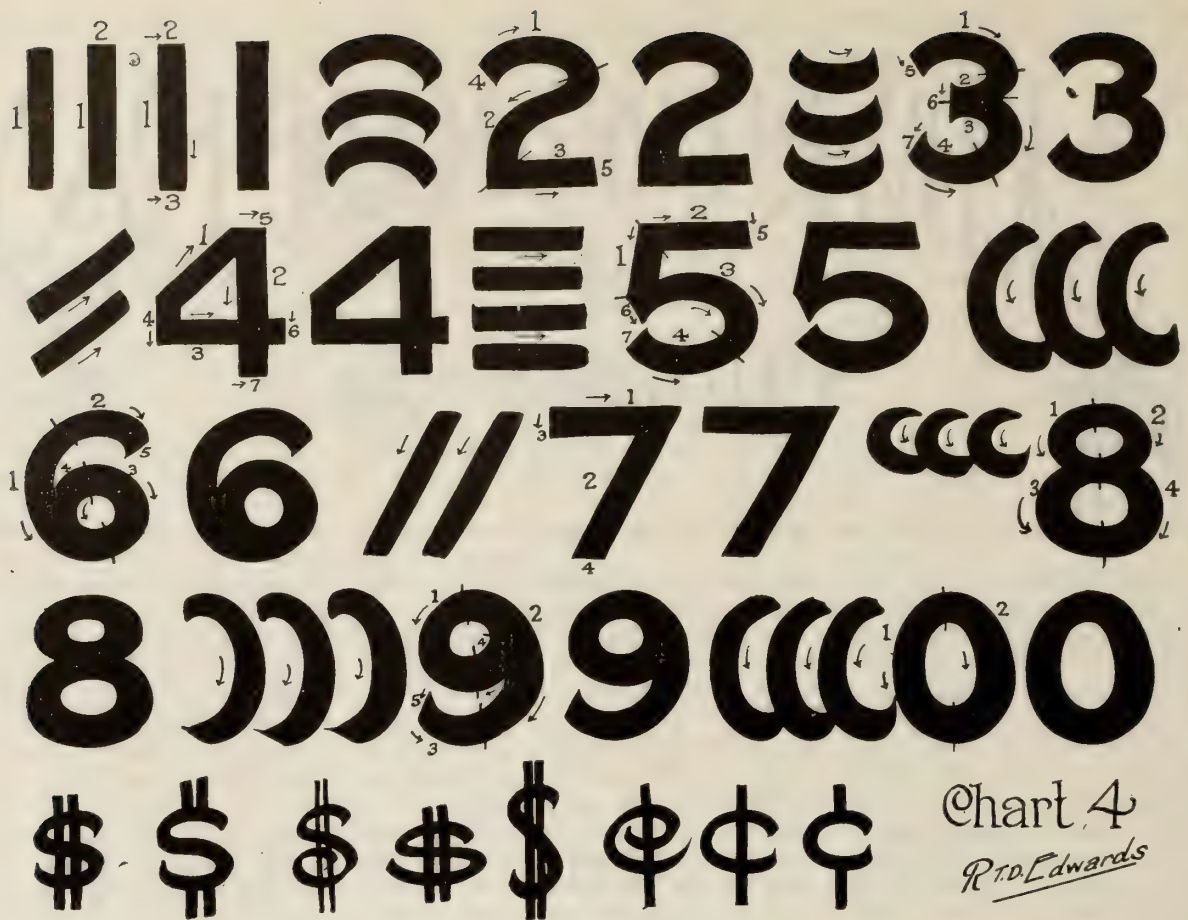
Do not allow the brushes to lie on a piece of cardboard or glass long enough to allow the paint to dry. Should the paint become hard and stick to the cardboard or glass, put a few drops of water on it and allow it to soften before attempting to remove (see Fig. 4).

Brushes should not be allowed to stand very long in a glass for this bends the hair and makes the brush unfit for good work. Should a brush become bent from standing in a glass it sometimes takes a considerable length of time to get it back to the original shape (see Fig. 3).

The card writer should treat his brushes just as the careful mechanic treats his tools—as though his job depended on them.

In Lesson No. 1 I stated that the card writer should have a





slanting table. If a special table is not available you can use an ordinary kitchen table by cutting about three inches off the front legs. The height of the table should be such that it would not interfere with the free swing of the right arm. Always sit square in front of the table and keep the top of the card on which you are working slightly toward the left, so it will be parallel with your right arm.

Fig. 5.

Keep your pot of color at your right hand, with a piece of scrap glass or paper near it. This can be used for working the brush to a flat point after it has been dipped into the color. Do not attempt to letter in card by using

the color direct from the paint pot to the card. To begin, lay out a blank card as shown in Fig. 5. Mark out lightly with pencil guide lines two and one-half inches apart. Then proceed to practise the exercise and figure separately as indicated. Remember, you cannot practise too much. Follow the instructions keep the brush flat and do not be afraid to spoil a little cardboard.

Chart No. 4.

Chart No. 4 shows the complete set of figures, dollar and cent marks necessary for making price tickets. These are made by the one-stroke method; each stroke is numbered, and by following the numbers you should not have difficulty in doing the work.

The "1" is composed of three strokes, the main down stroke and the top and bottom finishing

strokes. The "2" is a five-stroke figure, the small cross lines indicate where the strokes join. The "3" is composed of seven strokes; in this figure the top loop should be slightly smaller than the bottom.

In Making the Figures.

The "4" is also composed of seven strokes; this figure requires a great amount of careful practice. Care should be taken in making figure "5." This is a hard figure to balance properly. The illustration shows where the strokes are joined; this figure is composed of five strokes. In making figures it is important that all joints be hidden as much as possible, and each letter should look as though composed of a continuous stroke.

The "7" appears simple, but to make this letter correctly considerable practice is required. The hardest part in making this letter is to get the plant

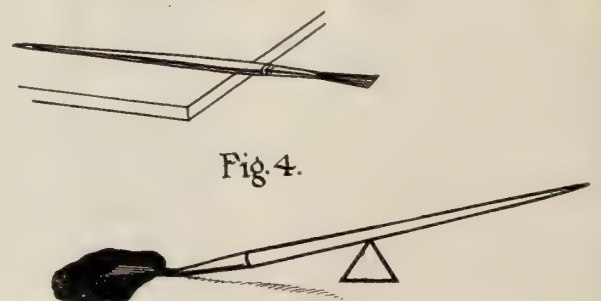
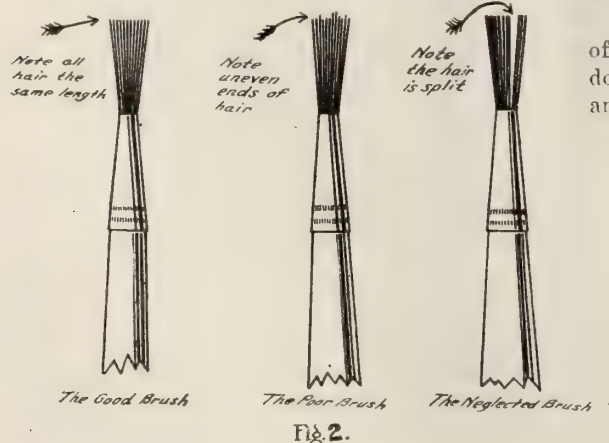




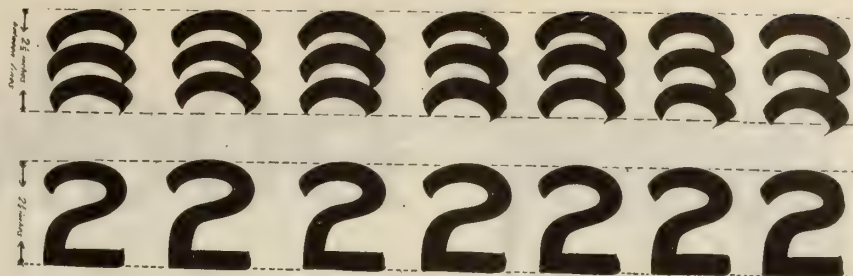
Fig. 3.

stroke at the right angle. As shown in the chart, the top loop of the figure 8 is smaller than the lower one. Four strokes are required in making this figure, but each stroke must be made correctly or the figure will be spoiled.

Collection of Price Cards.

The collection of price cards shown in Fig. 6 gives a fair idea of the work that can be done by a student who has mastered the foregoing lesson. The ruling on these cards was done with the stub pen shown in a previous lesson.

In buying materials I would advise the



Exercise Work
Fig. 5

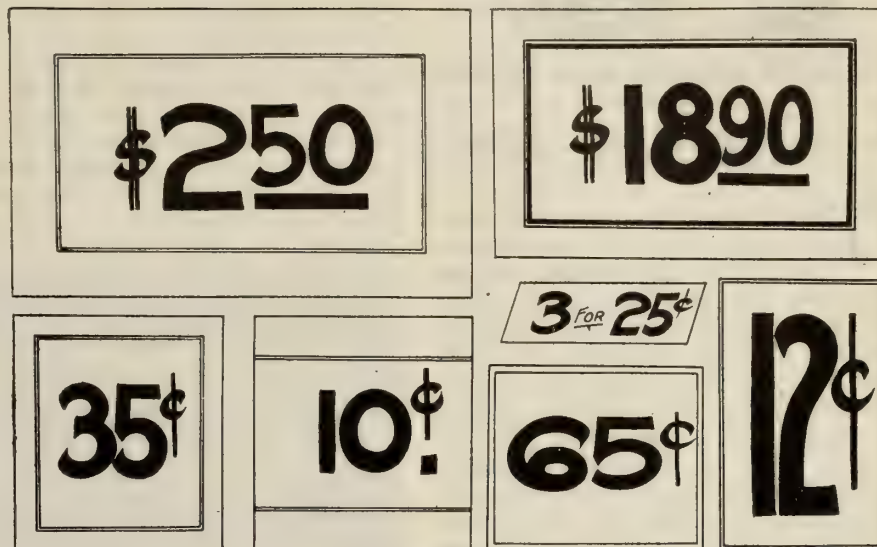


Fig. 6.

card writer to buy prepared show card colors as they are the best for brush work. These can be purchased in dull

or gloss finish. The former is most desirable. Do not use pen ink for brush work.

Postal Laws

Bulletins From the Department at Ottawa — War-Tax Not to be Evaded

"Under the Post Office Act, Sections 65 and 66, the Postmaster-General has the exclusive privilege of receiving, collecting, conveying and delivering letters within Canada.

"Bills and accounts, whether in open or sealed envelopes, as well as circulars or other printed matter enclosed in envelopes sealed or ready to be sealed, are 'Letters' within the meaning of the Post Office Act.

"There is a penalty under Section 136 of the Post Office Act which may amount to \$20 for each letter unlawfully carried.

"It has been brought to the attention of the Post Office Department that some business firms desiring to avoid paying the War Tax which became effective on the 15th April, propose making arrangements for the delivery of accounts, bills, circulars, etc., through means other than the Post Office, contrary to the Postal Act, and a warning is hereby given that the Post Office Department intends to

insist that the law shall be rigidly lived up to, and will in no circumstances allow these parties to avoid paying the one cent tax which has been imposed for war purposes.

"All letters conveyed, received, collected, sent or delivered in contravention of the Post Office Act will be seized and necessary steps immediately taken for the prosecution of the offenders in all cases where the law has been contravened."

The following appears in the Canadian Official Postal Guide under the heading, "Information for Postmasters":

"Treatment of catalogues, etc., which cannot be delivered to addresses:

"The attention of the Department has been drawn to the following request printed on envelopes containing catalogues mailed by a business firm:

"If this catalogue is not called for in thirty days, kindly hand it to someone else who is in the habit of buying by mail, and who you think would be interested in us. When this is done, always return the empty envelope to us so that we can revise our mailing list."

It is believed that to allow this request to be complied with would lead to

great abuses in connection with the delivery of mail matter, as the regulations strictly forbid the delivery of an article of mail matter to any person other than the addressees, and postmasters are accordingly instructed to ignore any request of this character, and to treat the matter bearing such a request in the regular manner prescribed by the postal regulations."



Thermometers.

Among the specialties that can be readily sold by stationers with little effort are thermometers. These are to be had in great variety; most of them made to hang up. A departure from that variety is a thermometer mounted on a stand of wood in mission finish, the thermometer itself having a black oxidized brass scale with white graduations. It is six inches high and 1 3/4 inches square at the base.

Shelf Paper in Rolls.

Shelf paper put up in continuous rolls 25 feet long and 15 inches wide offer an effective variation in selling shelf paper. These rolls are made to retail at five cents.



Books



THE BEST SELLING BOOK OF THE MONTH.

Something About the Woman Who Wrote "The Man of Iron."

THAT lovers of good strong fiction are not afraid of exceptionally long novels is evidenced by the fact that the best selling book in Canada, based on April reports, is a volume of over eight hundred pages. This book is "The Man of Iron," and its author is Miss Clotilde Graves, whose pen name is Richard Dehan. Unlike most cases in which a woman assumes a masculine name, the writer's sex being but poorly disguised, "The Man of Iron" might well have been written by a man because it is of the sort naturally referred to as "a man's book." It is not surprising, therefore, to run across in the press, paragraphs referring to this writer in terms that leave no doubt but that these reviewers believe "Richard Dehan" to be a man. Her books, written under that pseudonym have a virility in force and boldness, not to mention the evident comprehensive knowledge of soldiering and military tactics, that are usually ascribed only to men.

Miss Graves, however, has had a career that has been filled with actual experiences with the army, that over-shadows that of most of the present-day masculine writers. She is descended from a line of soldiers. Her father was a major in the famous 18th Royal Irish Regiment. She was born in Country Cork and as a child she knew the inside of almost every barracks in Ireland. Her brother was a captain in the British Army and one of her forefathers was Admiral Sir Anthony Deane, the noted naval architect of the reign of Charles the Second. Besides her early experience with the military, she has been an art student, a writer and a producer of plays, an actress and she is Irish. That, combined with natural aptness for writing, is equipment sufficient to make a successful author. Her knowledge of soldiering dates little further back than her experience in story-writing. At the age of twelve she was the author of a burlesque version of "Idylls of the King." "We acted it in a garret," Miss

Graves wrote recently, "but I hadn't much chance in these early theatricals, because an ambitious sister always took all the best parts."

Early in life Miss Graves took up black and white work in the Royal Female School of Art in Bloomsbury. In those years her writing was but a side line, but important nevertheless because by writing each week, for "Fun," three pages of burlesques of new stories, with grotesque pen and ink sketches, she paid her expenses at the art school.

Then followed five years of stake experience, Miss Graves acting parts in a

ADDITIONAL PARTICULARS ABOUT ANY BOOK MENTIONED IN THESE COLUMNS UPON REQUEST TO BOOKSELLER AND STATIONER'S SERVICE DEPARTMENT.

Others that followed were "Dr. and Mrs. O'Neill" and "Katherine Kavanagh," in which the players included such famous actors as Forbes-Robertson, Mr. and Mrs. Kendall and Kate Rorke.

Next came her career as a writer of fiction. "Dragon's Teeth" and "A Lover's Battle," were well received, but when she became Richard Dehan, with the coming of the "Dop Doctor," the English edition of which was named "One Braver Thing," the author was removed from the class of polite fiction writers and she took her place in the forefront of living novelists. That book scored one of the very biggest successes of present-day novels and when "Between Two Thieves" followed, this author was hailed as being as big and elemental as Tolstoi and as ideal and spiritual as Thackeray, without the corroding influence of pessimism. Richard Dehan came to be classed with Kipling as a writer with the faculty of making the world a personal possession.

Now comes "The Man of Iron" at a most appropriate time, when the closing prophecy of the book is being fulfilled and when the work of Bismarck, the big personage of the story, is being undone, bringing rehabilitation to mutilated France.

The British soldier hero and the lovely French heroine are both ideal. Certainly the fortuitous timeliness of the book accounts in some measure for its big sale, but aside altogether from any association with the making of history from 1870 to the present day, it is a big and thoroughly meritorious novel, with all the elements of a best seller worthy of the place it has attained: this in spite of its undue length, for there is no doubt that compression would have added to rather than injured the net result. That may be spoken of as a minor defect, because the fact that the handicap of unwieldy size has not prevented the book from going right to the top position among best selling books, adds, in a certain sense, to the author's laurels.

THE BEST SELLING BOOKS.

Canadian Summary.

	Fiction.	Points
1	The Man of Iron. Dehan.....	122
2	Who Goes There? Chambers....	94
3	The Keeper of the Door. Bell....	76
4	Pollyanna Grows Up. Porter....	62
5	The Valley of Fear. Doyle.....	54
6	Bealby. Wells	48

Juvenile.

Children's Story of the War. Parrott.

Non-Fiction.

How Belgium Saved Europe. Sarolea.

U. S. BEST SELLERS—FICTION.

1	The Turmoil. Tarkington.
2	The Valley of Fear. Doyle.
3	Pollyanna. Porter.
4	The Sword of Youth. Allen.
5	The Eyes of the World. Wright.
6	The Man of Iron. Dehan.

BEST SELLERS FOR MARCH IN ENGLAND.

1	Within the Tides. J. Conrad.
2	Whom God Hath Joined. A. Bennett.
3	The Man of Iron. R. Dehan.
4	The Rat Pit. Patrick Magill.
5	The Keeper of the Door. Ethel M. Dell.
6	You Never Know Your Luck. Gilbert Parker.

travelling company and assisting in the producing. She says herself that she was "a wretchedly poor actress—always better able to play anybody else's part than my own," but her education in the technique of the drama gained in those five years of barn-storming the English provinces, she characterizes as the most valuable of her life.

Next Miss Graves took up journalistic work in London and from Sir Augustus Harris she got a commission to write the book and lyrics of "Puss-in-Boots," the famous Drury Lane pantomime. Later she wrote "Nitocris," "The Knave," "A Mother of Three" and "The Matchmaker," which fixed the position of Clotilde Graves as a writer of clever plays.

The writing of this admirable story was commenced many months before it was apparent that Europe very soon was once more to be thrown into a turmoil, and in explanation (if explanation be needed) of the book's appearance at the present day, the author says:

"We have lived to see the war of nations. We are in it, fighting as our allies of Belgium, France and Russia are fighting: for racial name, national existence, social independence, and freedom of bodies and souls. And this being so, I see no cause to blot a line that I have written. For the Germany of 1870 was not the Germany of 1915."



FRANK N. WESTCOTT.

Added interest attaches to the book "Hepsey Burke," by reason of the fact that the author, Frank N. Westcott, is a brother of the late Edward Noyes Westcott, who wrote "David Harum," and the scenes of this new novel are woven round the same rural parish folk who figured in "David Harum."

Frank N. Westcott was, as was his brother the author of "David Harum," an Episcopal minister in a small town in New York State—Skaneateles, to be exact—and, like his brother, drew most of the characters for his novel from life.

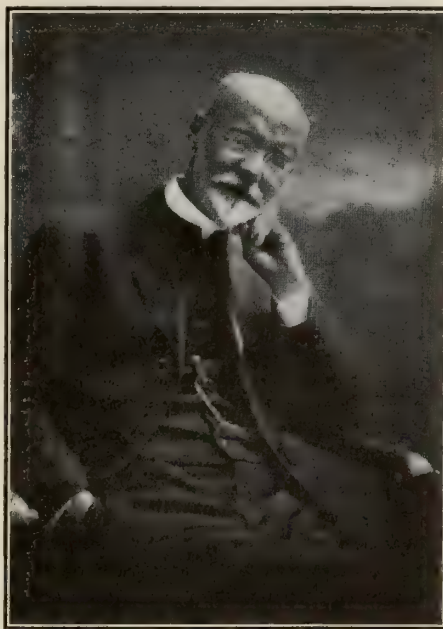
"Hepsey Burke" is Frank Westcott's first novel, just as "David Harum," was Edward Westcott's first novel. In the case of Edward, the author was dead before the novel actually reached the public, it being generally understood that Edward Noyes Westcott died immediately upon having finished reading the publisher's proofs, his health having been so poor for months before that it had only been with the greatest difficulty that he had been able to finish the manuscript.

Frank Westcott has been for years a writer of various theological treatises and books which to the lay mind are undoubtedly rather dry reading. Theology is scarcely exciting reading in these days of speed and international complications. A while ago he turned his hand to novelization and began "Hepsey Burke," and, working in almost exactly the same way as his brother, compiled the various incidents in it and drew the characters largely from the people with whom he had come in daily contact.

The real Hepsey Burke finds her counterpart in an old employee of the household who is now dead; while her son, Nickey, who figures prominently in the book, is living and well to-day. He is a dear friend of Dr. Westcott, and confided to him in a recent moment of thoughtfulness that he intended

to study for the ministry soon, and "preach to the Rich what stole melons and corn, and ate 'em on the shore where they built bonfires, when they went swimmin' in the lake on Sunday." He enquired if it would be all right if he preached in a bathin' suit and a green stole around his neck. He preferred a green stole "because the Kids is sure a green bunch any way, you know." Evidently a promising disciple of Billy Sunday!

However, at this writing the author of "Hepsey Burke," with the proofs still warm from the galleys, is fortunately in fair health. The parallel between him and his brother does not extend beyond methods of securing material.



FRANK N. WESTCOTT,
Author of "Hepsey Burke."

Good Reports From West.

John Henry, of Gundy's, just back from his trip to the coast, says conditions are improving in Vancouver, and he found that by not paying too much heed to the blue ruin talk being wholesaled by the croakers, he was able to accomplish results that indicated that the general state of affairs in the West is not as bad as it has been painted and that there was business to be had by men who were not "licked before they started." Reports as to the physical conditions of the country are invariably optimistic, the general opinion being that exceptionally good crops will materialize this year.



Walter Page's "Modern Gasoline Engine and Automobile," for 1915 is out and his book on "The Ford Car" will follow shortly.

Of Canadian Interest

New and Forthcoming Books

J. P. Buschlen, whose books on banks and bank clerks created considerable stir, has written "The Drummer," with a plot worked out chiefly in Canada. The dialogue of the story is interesting and well maintained. Adverse criticism, if any is forthcoming, will probably be that injustice is done the commercial traveller, who is represented as taking too keen an interest in the seamy side of life while on the road. The author well portrays the unpleasant side of the wandering life of the traveller, and the temptations to which he is exposed in strange towns and cities, their dwelling place often a miserable hotel. The author suggests his purpose in writing the book in a few introductory verses, in which he hints that the book will be more appreciated by drummers' wives than by drummers themselves.

Arthur Stringer's new novel, "The Hand of Peril," is a thrilling detective story in which use is made of some of the very latest methods of counterfeiting. The leading characters of the tale are a woman counterfeiter and a secret service officer and in the incidents in which they play a part he has employed devices discovered in actual counterfeiting plots, but which have never before figured in fiction.

"Finding His Balance" is the title of a book by Jack Preston issued last month which covers a vast amount of ground and a wonderful variety of experiences, its most important feature being exposures of the methods of real estate wild-catters in the Canadian West.



DEATH OF MONTREAL LIBRARIAN

Frederic Edmond Villeneuve, Montreal city librarian, died on Saturday, April 24, at his residence 688 Cadieux street, after an illness of several months. He was 48 years of age. A native of Montreal, the late Mr. Villeneuve was a son of the late Senator J. O. Villeneuve, former mayor of Montreal. He completed his law studies in this city, and went west to reside. From 1899 to 1903 he was a member of the Northwest Territories Legislature.

While living in Edmonton, Mr. Villeneuve founded a newspaper, l'Ouest Canadien, which is still in existence. In 1909 he was appointed city librarian at Montreal. One of his achievements as librarian has been to compile a new index volume with notes of the Gagnon collection of Canadians, which has received wide notice.

Books and Writers Being Talked About

The production of "The Great White Army," the latest book by Max Pemberton, cost that author years of study and wandering through Russia on the tract of Napoleon's Great Campaign. The invasion of Russia by Napoleon with the capture of Moscow as its final stroke, proved to be the most tragic of all the little corporal's campaigns, the terrors of the conflagration and the subsequent evacuation of the city and the disastrous retreat, forming one of the most awful chapters in the history of the war. It is in this grand army that Max Pemberton has placed the heroes of his fascinating new historical romance.

Another new book has come from Frank Danby, being the story of Emma Lyon, the blacksmith's daughter, who progressed in the course of a comparatively short life from the village smithy to the embassy of his Britannic Majesty at Naples, forming one of the most romantic pages in the 18th century history. The title of the book is "Nelson's Legacy; Lady Hamilton, Her Story and Tragedy."

Adventures of a Dyspeptic.

Seventy adventures of a dyspeptic who had exhausted every known remedy in the pharmacopoeia, used all the patent drugs which he had ever heard mentioned or had prescribed for him, are related in a side-splitting story of a newspaperman's search for health, entitled "Cured," by Brian Boru Dunne. He had listened to other dyspeptics, who like himself (for eight years) had wandered in the depths of despair from a number of hospital treatments, rest cures in sanatoriums, and taken sun baths in their efforts to regain health, and their very incredulous belief in "fake" cures is most ludicrous. Sick and well alike cannot fail to enjoy this case which, like so many others, affords a laugh at the patient's expense.

Augustus Thomas, who was one of the judges in Winthrop Ames' American prize play competition, which was won by Alice Brown, says that he likes Miss Brown's "Children of Earth" because "it has a big theme and its characters are well drawn." The literary critics would seem to be justifying Mr. Thomas's opinion by the unstinted praise which they are bestowing upon the drama in its book form.

"The Love Letters of a Divorced Couple," by William Farquhar Payson, is a sprightly offering, rich in humor,

gay adventure and sparkling truth, integrating elements.

Winston Churchill's "A Far Country" is announced for publication June 2nd.



HONORE WILLISIE.
Author of "Still Jhu" and "The Heart of the Desert."

The story is a long one and has been well illustrated by Herman Pfeifer.

Ernest Rhys's "Rabindranath Tagore: A Biographical Sketch" is the first adequate account of the life and philosophy of the great Hindu poet.

Edgar Lee Masters.

Professor Cowys, the eminent writer and lecturer, who has visited several Canadian cities, recently said that Edgar Lee Masters was one of the greatest of American poets, classing him with Walt Whitman. This opinion, the comment of other critics, lends interest and adds importance to the com-



GEORGE RANDOLPH CHESTER,
Author of "The Enemy," a novel which graphically deals with the power exerted by alcohol on its victims.

ing of Master's "Spoon River Anthology."

The volume consists of two hundred and twenty poems, each an analysis or synthesis of a man's or a woman's life. These are so interwoven as to represent the life of Spoon River, a composite of several communities in and around Havana, Illinois. In this little town everyone knows everyone else, and out of their family relationships, the neighborhood gossip, the ups and downs, the successes and failures of the people, Mr. Masters tells history.

Prize-Winning Novel.

Messrs. Hodder & Stoughton announce that the following awards have been made in their All-British £1,000 Prize Novel Competition: The prize of £250 for the best Canadian story has been awarded to Mrs. A. E. Taylor, St. Andrews, N.B., for a novel entitled "Land of the Scarlet Leaf." The prize of £250 for the best Australian story has been awarded to Miss Katharine Susannah Prichard, Chelsea Gardens, for a novel entitled "The Pioneers." The prize of £250 for the best South African story has been awarded to F. Horace Rose, of Maritzburg, Natal, for a novel entitled "Golden Glory." The prize of £250 for the best Indian story has been awarded to S. Foskett, Newcastle-on-Tyne, for a novel entitled "The Temple in the Tope." The judges were Sir Gilbert Parker, M.P., Mr. Charles Garvice, Sir H. Rider Haggard, and Captain A. E. W. Mason.

A popular edition of "Lalage's Lovers," by Geo. A. Birmingham, has just been issued in English at one shilling.

Tom Gallon's latest novel entitled "The Princess of Happy Chance," has just appeared in England.

"Christ or Napoleon—Which," is the title of a striking book by Peter Ainslee, in which the question is discussed as to whether the man of Nazareth, standing for the overcoming of evil with good, or the Man of Destiny, who would overcome evil with evil, is to finally rule the world.

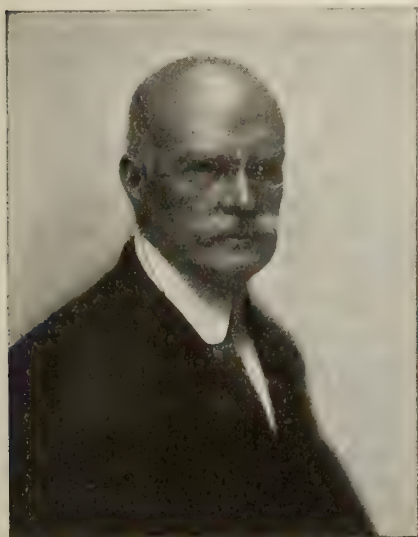
An interesting announcement is that the various papers on the great war by Dr. Charles W. Eliot, are to be published in book form this spring under the title of "The Road to Peace."

Edwin Markham's new novel "The Shoes of Happiness," was a March publication in New York.

"Pestiferous Novels."

At the annual meeting of the Upper Canada Religious Tract and Book Society in Toronto, Rev. Dyson Hague speaking on "The Power of the Printed Page," called upon Christians to do all in their power to ban and destroy pernicious literature. Young people, he said, were now reading literature more poisonous than the venom of the cobra, and he instanced several modern novels as "pestiferous."

He criticized Mrs. Mary Baker Eddy's book, "Science and Health," as the work of a neurotic, which revived every heresy of the Middle Ages, and told his audience to beware of certain magazines and newspapers published in the United States because they taught a low order of morality. The Upper Canada Tract Society was seeking to displace the bad books by circulating the good. These resolutions were passed: "That renewed and greater efforts may be put forth to save this great Dominion from the curse of an impure



JAMES LANE ALLEN,
Author of "The Sword of Youth."

and ignoble literature." The second, moved by Mr. George Speedie, the general secretary, appealed for the aid of Christian people in the missionary undertakings of the society so that still more men might benefit by its ministrations.

"A Great Success," Mrs. Humphrey Ward's new novel, has begun serially in Red Book magazine. It tells the story of the wife of a genius who must sit by while her husband is lured away by a brilliant woman of nobility.

"Dead Souls" is the terrifying title of what is said to be one of the most humorous stories ever written, but it has no tragic meaning whatever. It is described as the most popular novel in Russia, and the most humorous book ever written in the Russian language. The author is Nikolai Gogol.

"The Little Mother Who Sits at



W. J. Locke

Home," is a human appeal volume that is described as "the subtlest and tenderest expression of parenthood in print." It is edited by Countess Bareynska.

In W. J. Locke's new novel to appear in June, the hero is a war correspondent just back to England from the wilds of Albania, where the sudden death of a friend has left him encumbered with the care of the widow, Liosha, a native Albanian. She suddenly arrives at the country house of the friends with whom Jefferey is staying, interrupting the house party. The story of Liosha's life is extraordinary and touching and arouses the pity of her new English friends. Jefferey's great-heartedness leads him to conceal the perfidy of a friend and to risk his own reputation in the eyes of the woman he loves. The story, written in the author's happiest vein, works out to a satisfactory ending.

"Pals First," a romance of love and comradeship is a new novel by Francis B. Elliott.

A story of Australian life is Mrs. Campbell Praed's new novel entitled "Lady Bridget in the Never Never-land."

A novel published in England in April is "Love and the Man," by Winifred May Scott.

Warwick Deeping, is now serving with the Royal Army Medical Corps, and will shortly proceed to France.

Indoor games for awkward movements, a meritorious cloth bound book just out should make a strong appeal for "rainy days."

McClelland Goodchild and Stewart have furnished booksellers with a novel advertisement of "Still Jim," being a shade which when hung over a lamp is caused to revolve by the heat thus constituting an attractive advertisement for bookstore windows, the shade bearing a reference to the volume which can be read as the shade revolves.

"The Cocoon" is an April book by Ruth McEnery Stuart, author of "Sonnie." Other novels just out include "Through Stained Glass," by George

Agnew Chamberlain, author of "Home"; "Hillsboro People," by Dorothy Canfield, who wrote "The Squirrel Cage;" "The Boss of the Lazy Y," by Charles Alden Setzer, author of "The Two Gun Men." "A Breath of the Jungle," by the author of "The Sported Panther," "James Francis Dwyer and "Tainted Gold," by H. Noel Williams.

The Billy Sunday book has reached its fourth Canadian edition.

A new story by Anthony Hope will be called "A Young Man's Year," and tells the story of a young Englishman's experience of love, life, and business during the space of a twelve-month.

"The Crayon Clue," by Minnie J. Reynolds, tells of the strenuous fight its heroine makes against intolerable conditions in a big American city.



SAMUEL MERWIN,
Author of "The Honey Bee."

"One Man," by Robert Steele, is the simple, honest, and straightforward story of the life of a man who himself tells the narrative.

The fifth volume in Constance Garnett's series of new translations of Dostoevski's novels, "The House of the Dead," deals with the author's own experiences in a Siberian prison.

Literary history shows few examples of sustained and successful energy equaling that of Mrs. Amelia E. Barr, who, having just celebrated her eighty-fourth birthday anniversary, is reported to be at work on her sixty-sixth novel. Other writers—although certainly not many—have produced their sixty-six or more works of fiction in a lifetime.

Bits from Books

SNAPPY PARAGRAPHS

From "Brunel's Tower," by Eden Phillpotts:

She was a fair girl, and colorless. She felt great interest in men, but none had been attracted by her; for her face was too plain, and none guessed at the spirit within. Many such are passed over, because man is too dull to see the flash of the secret fire.

From "On the Fighting Line," by Constance Smedley:

What a woman really wants is a man to take care of her, and pity her, and feed her, and fuss her up, and write poems to, and take out in the country, and generally dry-nurse.

From "What A Man Wills," by Mrs. De Horne Vaizey:

Lady Belcher had a face like an elderly rocking-horse.

From "Patricia," by Edith H. Fowler:

Hold on to your sense of humor for your very life, and you'll get through all right.

Your success in life will depend not on how much you yourself enjoy things, but on how much you can make other people enjoy them.

The only charm of platonic friendship lies in the part that is not platonic.

No woman is ever bored by admiration, however much she may pretend to be.

Men always fancy a change of type in the womankind they inherit and that which they choose. He had had a twelfth sister, so he wanted a chiffon wife.

From "The Man of Iron," by Richard Dehan:

To-day, when the ambition of every properly constituted woman is to be shaped like a golliwog and dressed like a penwiper, or to acquire the sinuosities of a Bayadere, and drape the same in cobwebs calculated to conceal nothing and suggest everything—can we honestly enlarge upon the bygone improprieties of our aunts, and moan over our mothers' taste in toilettes?

From "The Business Adventures of Billy Thomas":

Here's a big point in selling goods: you've not only got to have quality to turn the trick, but you've got to make people take notice. Quality doesn't get you very far if you don't make a noise about it. The popularity of a brand is about fifty per cent, quality and fifty per cent. racket.

School Book Legislation

What is Being Done in Nova Scotia—Similar Course Adopted By Prince Edward Island—New Brunswick and Free School Books.

Halifax, April 13.—In the discussion of the Bill to empower the Council of Public Instruction to purchase, sell and distribute school text books, Hon. E. H. Armstrong in answer to questions by Messrs. Tanner, Stanfield and Zwicker, explained the powers the Bill would grant the Council, and also described the saving in the cost of school books to the purchaser over the price now being paid. Mr. Zwicker's criticism that the school books would contain an advertisement of the T. Eaton Company, Ltd., of Toronto, was answered by the statement that the only advertisement the T. Eaton Company, of Toronto, would get would be their name as publishers, such as any book issued by any publishing house the world over has upon the title page.

To illustrate the saving which the new system would effect, Mr. Armstrong quoted the following prices: The primer now would be purchased in Toronto at four cents and sell in Nova Scotia at six cents to the scholars, the difference in price being the transportation charges. The arithmetic purchased at twelve cents in Toronto, would be catalogued at eighteen cents, whereas they are now selling in many parts of the Province at twenty-five cents. The difference between the old and new prices was best shown in the price of a set of readers. The prevailing cost now to the purchaser is \$1.89, but under the new system it will only be sixty-four cents. The catalogued prices will be advertised well throughout the Province, so that there will be no charges made above those legitimately quoted by the law.

In distributing these books, retailers can send in their order, remitting 85 per cent. off the catalogued price, that margin being the profit allowed them for handling the books. Asked if this was not unfair, and would enable people to order books through their grocer, or their drygoods store, Mr. Armstrong replied that even so, it meant cheaper books to the people ordering.

Certain members of the Opposition considered that these books should be published in Nova Scotia, to which argument Mr. Armstrong replied that it was utterly impossible for any concern to compete with the publishers in Toronto from whom these books were being ordered, as they held an exceptional position in the trade, a position all other publishers with whom the Government had conferred could not meet. Prince Edward Island was adopting much the same course as Nova Scotia, in fact a little more radical. The total saving to the Province in the purchase of books under the new Bill would be approximately \$14,000, in many instances to the purchaser a saving of 100 per cent.

Free School Books Soon.

Premier Clark of New Brunswick, at a recent meeting of the Legislature of that Province, assured the House that before long free school books must be a part of the policy of the Government of that province. He did not think, however, that it would be wise to adopt such a policy this year, because of the necessity to economize regarding the revenue of the province in view of the great war.

A fit of the blues—the real thing—creates an atmosphere. There are microbes of melancholy, almost tangible, that radiate from a person who is feeling blue. A gloomy man can sit in a corner and fill a whole room with them without saying a word.

* * *

It pays to put up a front and make the impression that your business is growing. People boost a man when he is going ahead, but they knock him when he is dropping behind.

Books in Strong Demand.

Strong contenders for position in the list of six best selling novels in Canada for the past month included "Ruggles of Red Gap," "Contrary Mary," "Angela's Business," and "Hepsey Burke," the latter appearing late in the

month. In the United States the four novels next in demand after the six best sellers, as reported in Baker & Taylor's Bulletin, were: "The Harbor," "The Seven Darlings," "Martha of the Mennonite Country," and "Contrary Mary."



Volunteer Training Corps Handbook.

London: Sidgwick & Jackson. 6d.

This is an interesting little book, and will be found valuable indeed to those interested in the home guards and volunteer training movement.

Three Things. By Elinor Glyn. Toronto: McClelland, Goodchild & Stewart. Cloth, 50c.

This book may be described as the mature expression of a worldly and wise woman's view of the deeper problem of present-day existence.

Books Received

Forty Years in Canada, by Col. S. B. Steele. Toronto: McClelland, Goodchild & Stewart. Cloth, \$3.50.

This book of four hundred pages records in a graphic manner the stirring history of the Canadian North-West, as witnessed by Col. Sam Steele in a period of forty years. It is a valuable contribution to the literature of Canada, enhanced by numerous illustrations and an exhaustive index.

The late Lord Strathcona had promised to write the introduction to this valuable volume of reminiscences, but his death supervened. On his deathbed, however, he charged Mr. J. G. Colmer, C.M.G., with the task. The author's services in connection with "Strathcona's Horse" during the South African war cemented the bonds of friendship between Lord Strathcona and Major-General Steele. Voicing Lord Strathcona, and all who know the gallant soldier-author, Mr. Colmer truly says:—

"Colonel Steele has taken no small part in the course of events to which reference has been made, and has a record of which most men would be proud. His life has been full of incident, but he is a modest man, never accustomed to blow his own trumpet, preferring the more sterling satisfaction of doing well whatever duty was entrusted to him. He is a splendid example of the man who puts deeds before words, and this is shown not only in his record in Canada, but while in command of 'Strathcona's Horse,' and in his subsequent work in the South African Constabulary. For all these reasons, I have no doubt this volume of reminiscences will have a wide circle of readers in the many parts of the Empire in which the name and sterling qualities of Col. Sam Steele are well known and appreciated."

Why Europe Is at War. By writers presenting the case respectively for France, England, Germany, Japan and the United States. New York: Putnam's. Cloth, \$1.

In this volume the reason why each of the countries involved is waging war is explained by representative writers, each in sympathy with the country whose cause he presents. Frederick R. Coudert presents the case for France, while the others are Frederick W. Whitridge for England; Edmund von Mach for Germany; Toyokichi Iyemasa for Japan, and Francis V. Greene for the United States. The addresses presented in the volume were delivered to a very large audience in Buffalo in February. The volume includes half-tone plates of each of these speakers.

Sva, by Sir George Christopher M. Birdwood. Toronto: S. B. Gundy, publisher in Canada for Humphrey Milford. Cloth, 12s. 6d.

The author, an officer of the Legion of Honor and laureate of the French Academy, in his preface, says:—"Were I responsible for the government of India I would at once place the Educational Department wholly in the hands of duly-qualified Hindus, Muslims and Parsis; the Judicial Department three-fourths in their hands, and I would freely admit the Rajputs and members of the other ruling classes and warrior castes into the higher commissions of the number of officers required, and, above all else, I would insist on developing without let or stint the illimitable reproductive resources of the country *pari passu* with the European's education of its people. This beneficent policy, *inter alia*, would indefinitely postpone any inclination on the part of the latter to emigrate to our hostile democratic colonies."



An illustration from "The Princess and the Clan."

The Family. Elinor Mordaunt. London: Methuen. Cloth, 6s.

This is a minute study of the life of an English country squire and his numerous progeny. All the characters are distinct and individual—the father, mother and eleven children — and only two have a bond of understanding and real sympathy. The novel is concerned mostly with the realization of their fronting the outer world as one, their lives irredeemably—and in part pathetically—interwoven. Seldom, if ever, in English fiction at any rate, has so intimate a study of a family been made, and the reader is taken into its very heart.

The Tunnel. Bernard Kellerman. New York: Macaulay. Cloth, \$1.25.

This astounding novel concerns the building of a tunnel connecting America and Europe, marking the commencement of a new era. Many, of course, will ridicule the book, but it is of the sort that appeals to a large army of readers, and being replete with characters of intensified personality, may be styled an ultra modern American novel.

The House of the Misty Star by Frances Little. Toronto: McClelland, Goodchild & Stewart. Cloth, \$1.25.

In "the house of the misty star" lives Miss Jenkins, an American missionary whose thirty years' toiling and teaching have made her "step-mother-in-law" to half the waifs and strays of the Orient, without dulling her sense of humor. "The House of the Misty Star" has all the originality, the sparkling fun, the charm that made "The Lady of the Decoration" one of the most talked about book successes of many years.

The Life of His Majesty, Albert, King of the Belgians, by John de Courcy MacDonnell. London: John Long, Ltd. 1s. net.

This book is by the author of "Belgium: Her Kings, Kingdom and People," published on the eve of the war, which has been one of the books of the season, now being in its third edition in England.

Chambers' Patriotic Poems. Edinburgh: W. & R. Chambers & Co. Paper 5d., cloth 1s.

This is a collection of poems selected by the permission of the author or the representative, and includes copyright poems of Robert Browning, A. C. Swinburne, Sir A. Conan Doyle, and many other noted poets. The poems are selected by S. B. Tait, late chief inspector of schools to the Leeds Education Committee. Part 1 contains about 40 poems.

The Princess and the Clan, by Margaret R. Piper. Boston: Page. Cloth, \$1.50.

A wholesome uplift story for the young of heart by the author of "Sylvia's Experiment."

All For His Country. J. U. Giesy. New York: Macaulay. Cloth, \$1.25.

This is a stirring American novel depicting events which might easily take place to-morrow. Briefly, the United States becomes involved in the Mexican imbroglio and then with startling rapidity events develop which are entirely compatible with the present state of unpreparedness for war. While occupied with Mexico the United States is suddenly attacked by Japan. Follows a crushing series of defeats for American arms, which constitute a terrible arraignment of the "little army and navy" legislators.

Thou Art the Man. Sidney Dark. London: T. Werne Laurie. Paper, 1s.

Here is the foreword of this striking book:

"As the war proceeds it becomes more and more important that the British people should clearly understand why it began, what exactly are the forces against which the Allies are struggling, and why we must fight on until the Prussianized German Empire is utterly destroyed. Official publications prove to a demonstration that the whole responsibility for the ghastly tragedy through which we are living rests with the Kaiser Wilhelm and his advisers. Unhappily the man in the street does not read blue-books and there is still considerable ignorance as to the real meaning of the war. This ignorance will be used by pro-Germans and peace fanatics the moment it suits the enemy to suggest a premature ending of hostilities. With the idea, therefore, of bringing the facts to the knowledge of the people, on whom Great Britain depends for the majority of her fighting men, the Daily Express has commissioned Mr. Sidney Dark, a leading member of its staff, to write the following simple summary. He has endeavored to show that we are not fighting for Empire or for greed, but to preserve our right to live the lives of free men and to destroy the power that has by its acts denied all the ties of honor and religion, and is threatening civilization with a ruthless devil's tyranny."

Laws of Carriers of Goods. Chicago: La Salle Extension University. Cloth, \$1.25.

This book is not to be considered as a technical work for members of the legal profession, but rather as a digest for the use of the laity. It has been carefully prepared and is a part of a course in interstate commerce taught by correspondence by the La Salle Extension University.

Gallant Cassian: A play in one act, by Arthur Schnitzler, and translated by Adams L. Gowans. Glasgow: Gowans & Gray, Ltd. 1s. 6d. net.

Under happier circumstances than those prevailing at present—before the great war and German "war news"—the Germans had established themselves as masters in fiction and the production of musical comedy. "Gallant Cassian" is chiefly to be commended for its extremely vivid setting and the remarkable manner in which so much farcical drama is contained in so few pages. The publishers wish it stated that they purchased the right to translate this play, for cash, in May, 1914, and that, therefore, no royalties will go either to the distinguished Viennese author or to his German publisher. Produced by the same

publishers at 2/6. net is a book of selections from Treitschkes' Lectures on Politics. These are the famous lectures delivered by Treitschke at Berlin University, in which his most amazing theories regarding the sacredness of war and Germany's need of expansion are clearly enunciated. They are constantly referred to by Bernhardt, and are undoubtedly responsible for the policy of the Prussian war party.

Sheeps' Clothing. Louis Joseph Vance. Toronto: Copp, Clark Co. \$1.25 net.

The mystery in Mr. Vance's new story starts at the very beginning, because it is apparent that the attractive young woman who is the heroine, and who got aboard the trans-Atlantic liner at Liverpool, hours before passengers are supposed to come aboard, is travelling under an assumed name, and that she is fearful of pursuit. Perhaps that is explained when it develops that the girl has in her possession a rare antique jewel that belonged to a famous collection that had been stolen; yet Mrs. Beggarstaff, who makes this discovery, is quite convinced of the girl's innocence of any wrong doing. Then Lucy finds that her father, whom she has not seen for years, is among those whom a detective on the ship is watching. And on top of all this, a young man of mysterious personality begins making love to her. Adventures follow thick and fast.

Guimo. Walter Elwood. Toronto: Copp, Clark Co. Cloth, \$1.35.

While we go hand in hand with Guimo along some of his life's twisting pathways, a new oriental world swallows us up—a world of peculiar history, fantastic beliefs, harlequin people—a world new to most of us, a radiant archipelago in a pearl-bearing sea, the Philippines.

Australians in Action, by L. C. Reeves. Sydney: The Australian News Co. Toronto: The Toronto News Co. Paper, 1s. 6d.

This is an account of the Australian troops' invasion of German territory in the Island of New Guinea, and bears evidence that this expeditionary force has accomplished all that was expected of it. The book has a series of half-tone reproductions of photographs, taken by Signaller H. Ellis, a member of the force.

Canada and the War by Walter Haydon. London: Simpkin, Marshall, Hamilton, Kent & Company, Ltd. Paper, 6d.

This is a stirring account of Canada's call to arms, dealing with the King's message, the nation's gifts, the ensuring of food supplies, mobilization, Parliament and the war budget, the training of the many thousands of Canadian soldiers, the part taken by Canadian wo-

men and experiences of Canadian soldiers in the trenches. As one reviewer in England said: "It provides a concise summary of the Canadian contribution in men, money and material to the great cause."

The Little Girl's Sewing Book. By Flora Klickman. London: Religious Tract Society. Boards 1s.

This book contains lessons in practically all the stitches used in plain needlework, as well as the more useful of the fancy stitches. Each article described and illustrated contains instruction for some definite branch of sewing.

The Chalk Line. By Anne Warwick. Toronto: Gundy's. Cloth, \$1.25.

There are no preliminaries. Hilary Comer is leaving her husband for the love of Louis Pembroke. She arrives at Pembroke's bungalow—the scene is laid at Shanghai—on the fourth page of the book. On her heels, not knowing she is actually there, but guessing that she is coming, arrives a man who has figured in her life before her marriage, now intent on preventing the catastrophe. Following him appears the husband, who has also guessed, and an hour later these four people are shut up in the bungalow together, quarantined for cholera. The whole drama is played out during the days of quarantine, in the one scene with only these four actors, and there is not a dull page in the book.

The Yellowstone National Park. By General Hiram M. Chittenden. Cloth, \$1.75.

Ever since its discovery, more than forty years ago, the Yellowstone Park has grown in popular interest, according to this book. Its natural wonders surpass anything to be found in like compass elsewhere in the world.

To these attractions have been added others, in the form of wonderful mountain roads built by the government, and a system of hotels and camping facilities which make traveling through the Park a delight quite apart from its scenic interest. The book gives a complete history of that region, as well as a full scientific description of its natural wonders. It is also an admirable guide book. It contains many illustrations and an elaborate map.

Marjorie Mallory. London: T. Fisher Unwin. Paper.

This is a volume in the First Novel Library, by Ivan Hopkinson.

The Unknown Country. Coningsby Dawson. Toronto: McClelland, Goodechild & Stewart. Cloth, 50c.

Rare love of brother and sister is the keynote of this exquisite story, in which the author vividly describes their experiences in the world beyond.

The Jester. Leslie Moore. New York: Putnam. Cloth, \$1.35.

A mediaeval story in which romance, magic, and a woman's fascination are blended effectively. The reader is introduced to Peregrine, son of Nichol the jester, who, after the death of his father, succeeds to the motley. Nicol on his deathbed unfolds the theory of the jester's life. He has been a jester on the surface, but a man inside, and counsels Peregrine to remember that. The Lady Isabel, vain and greedy of power, seeks to ensnare Peregrine. Isabel, who has had dealings with a witch, casts her spell upon Peregrine and provokes him to a jealous brawl, in consequence of which he is dismissed in disgrace. He spends some time in the castle of a mediaeval Circe; then, seeing the ideal woman in a dream, he begins the quest of her, a quest, which, after many adventures and interesting happenings, results in fulfillment.

The Soldier's Word and Phrase Book. French and German. Toronto: McClelland, Goodchild & Stewart.

This gives various words and phrases in general use compiled by a committee of well-known teachers from actual experience of soldiers' needs.

History of the War, Vol. II. By John Buchan. Toronto: Thomas Nelson & sons. Cloth, 35c.

No less interesting than number one, is the second volume of this series. It is a lucid and most readable history which Mr. Buchan is giving us. It is written in admirable proportion, and with a grace of style which is rare in books of this class. It combines a historical breadth of treatment, and a wealth of illustrative and comparative incident, that at times almost recalls Macaulay.

Great Schools of Painting. A first book of European Art. By Winnifred Turner. London: Sidgwick & Jackson, Ltd. Cloth, 5s.

The difficulty in making a small book from so vast a field, referred to in the preface, has been ably overcome. As stated, the volume is intended for children and beginners in the study of art, but it will also do for "children of a larger growth."

From the first chapter—wherein it is shown how to look at a picture—to the terminal glossary, the reader ranges through the classical schools of Italy, Spain and the Netherlands, learning much of the paintings and the painters. The numerous illustrations are well chosen.

What Ought I To Do? By George Trumbull Ladd, LL.D. New York: Longmans, Green & Co. Cloth, \$1.50.

This volume deals with the problem

of Duty. After defining the meaning of the question, it traces the origin and development of responsibility, in the feelings naively expressed by the phrases "I ought" and "I can." The significance and value of the intention of being good and of doing one's duty are discussed in separate chapters, which are followed by a brief defence of the supreme worth of moral ideals in the evolution of personal life.

Doodles. By Emma C. Dowd. Toronto: Copp, Clark Co. Cloth, \$1.

Doodles is a little lame lad whose sunny nature brings joy to all about him. His love of music leads to friendship with a dancer, who lies ill in a neighboring room, and the incidents of this friendship make up the story of this charming book. "Polly" is in it, too—Polly of the Hospital Staff and Lady Gay Cottage.

Pierri, Dog of Belgium. Walter A. Dyer. Toronto: McClelland, Goodchild & Stewart. Cloth.



Book Lists Received

In the quarterly list just received from John Murray, the London publisher, the most important announcement is "The World in the Crucible," an account of the origin and the conduct of the Great War by Sir Gilbert Parker, M.P. This book will deal with the policies of the different nationalities, leading up to the war and the interests involved. It treats the case of Belgium from an historical and diplomatic standpoint; it exposes the falseness of the German position, and refutes German charges by German evidence itself. Another important announcement is an English translation of "France in Danger," by Paul Vergnet. This author did for the French public what Professor Cramb did for England. Other titles dealing with the war announced in the same list are "Personal Phases of the War," by Frederick Palmer; "The Great Settlement," by C. Ernest Fayle; with introduction by Viscount Esher; "Evolution and the War," by P. Chalmers Mitchell; "Kaiser, Krupp and Kultur," by Theodore Andrea Cook; "German Philosophy in Relation to the War," by J. H. Muirhead; and "In Western Canada Before the War," by E. B. Mitchell.

A highly ornate descriptive circular comes from Cassell & Co., with superb specimens of plates in full colors appearing in a book entitled "Chinese Pottery and Porcelain," giving an account of the potter's art in China from primitive times to the present day, by R. L. Hobson, B.A., which this publishing

house has just brought out. The work is in two volumes, and has 40 plates reproduced by three, four and five-color process, in addition to 96 half-tone plates. It is a work intended to appeal to connoisseurs.

The latest issue of "Notes on Books" received from Longmans, Green & Co. comprises thirty pages, representing in a systematic and interesting manner, particulars about books published by that concern. Among these are some books and pamphlets of special war interest, and the following appreciation of Principal Peterson of McGill University, and his important book, "Canadian Essays and Addresses": "The University over which Dr. Peterson presides in Montreal has come to be well known in England, and indeed throughout the Empire; and this volume is a record of the aims and ideals that have animated its administration during the last twenty years. Its interest is twofold, imperial and educational. Students of the imperial problem will find in it a good deal about the relation in which the Great Dominion stands to the British Empire, while the fact that many of Dr. Peterson's talks were given in University centres in the United States ought to recommend his volume to American as well as English readers. Among the educational topics treated are the study of classical literature (of which the writer speaks with all the authority of an expert), music, poetry, and preparation for business."

From the Copp, Clark Co., as Canadian representatives of T. C. and E. C. Jack, comes a copy of this English publishing firm's spring list of books. Prominent among the books featured is "German Culture," being an estimate of what Germany has contributed to higher life and thought in the various departments of knowledge, the contributors to the volume being prominent English professors who are authorities on such subjects as German History and Character, Literature, Philosophy, Science, Politics, Theology and the Arts. The book as set forth in the announcement, is for the thoughtful man, who is not satisfied to scoff at it because of the deplorable actions of the Germans in Belgium. Other books of war interest included in this list are: "At the Sign of the Sword," a new story by William Le Queux; "The Secret Service Submarine," by Guy Thorne; "The Anglo-German Problem," by Charles Sarolea; "The Children's Entente Cordiale," or "Fun in French and English," by Leslie Mary Oyler, besides which there is a series of pictures for framing, being souvenir cover plates of paintings by eminent artists dealing with the great war.

A Budget of News About New War Books

"Behind the Scenes in Warring Germany" is a book of extraordinary interest by reason of the fact that its author Edward Lyall Fox has been with the Kaiser's forces in Germany, France, Belgium, Austria and Russia. It is asserted that he was the only American correspondent receiving special credentials from the German Government to go with the German forces on the several battle fronts. He traveled the whole length of Van Hindenberg's battle line in Russia with an official escort, experienced the sensations of scouting in a submarine; and interviewed the King of Bavaria and Saxony, the Crown Prince, Von Hindenberg and the President of the Reichstag.

Another book is to come soon from the author of "Secrets of the German War Office."

Will Dysen's Culture Cartoons is out in a Canadian edition. It has an introduction by H. G. Wells.

Among the new war books issued by London publishers are "Things to Know About the War," a comprehensive volume of information about nearly everything connected with the military and naval operations. Another new volume is "Our Regiments and Records," by Charles White, giving a complete list of all the regular regiments, their battle honors, mottoes, uniforms, badges, age of formation, previous titles, nicknames past and present, with an account of the territorials.

"Germany's Vanishing Colonies," by Gordon Le Sueur, gives an account of Germany's attempt to build up a world-embracing empire in rivalry to that built up by the British.

A comprehensive record of work done through the Red Cross movement is given in "The Way of the Red Cross," by E. C. Vivian and J. E. Hodder Williams.

Guy Thorne, author of "When It Was Dark," has written a striking war story entitled "The Secret Service Submarine." This would be an interesting story at any time, and the fact that it deals with the present war, will make its appeal all the stronger.

"In the Enemies' Country," by Mary Houghton, is the diary of a tour in Germany and elsewhere during the first days of the war.

"The World's Crisis and the Way to Peace," by E. Ellsworth Shumaker, Ph.D., is interesting because it is written by a citizen of the United States, who is

ashamed of his country's attitude. "It will be recorded to the everlasting disgrace of the United States that on the eve of the birth of the Prince of Peace she made her first public protest—not against the violation of Belgian neutrality, but against any interference with American money-making."

An interesting new war book is "Four Weeks in the Trenches," Fritz Kreisler's account of his experiences as a lieutenant in the Austrian army during the campaign before Lemberg. A member of the Boston publishing house that brought out this book chanced to be dining with Mr. Kreisler soon after his arrival in this country, after his dismissal from the hospital where he recovered from his wound. For nearly two hours he listened, thrilled and moved, to the great violinist's modest, vivid narrative of his experiences and adventures. It was apparent that since so little of an authentic nature had been heard from the Russo-Austrian field of warfare, this story would prove an important contribution to the contemporary history of the war.

Mr. Kreisler acceded to the suggestion that he write out his personal memories of the war for publication. He has completed his narrative in the midst of grave difficulties, writing it piecemeal in hotels and railway trains in the course of a concert tour through the country. It is offered by the publishers to the public with confidence that it will be found one of the most absorbing and informing narratives of the war that has yet appeared.

"The Spell of Flanders," which is one of the new books brought out this month, is the record of a tour through the beautiful old Flemish towns of Northern Belgium beginning in May and ending early in July of the summer of 1914, when there was no whisper of that awful fate which the march of events was so soon to bring upon one of the most charming, peaceful and happy countries in the world. Many of the graphic descriptions in the book were written in or about the towns described and within a day or so after the visit narrated in the foregoing. Since these accounts have been written many of the very towns have been swept by shot and shell, have been taken and re-taken by hostile armies and have formed the stage upon which one of the greatest tragedies of the world's greatest and most terrible war has been enacted. This will give prominent interest to Mr. Vose's book.

In "The Peace of the World," H. G. Wells, the author, apprehends that the present alliance against the insufferable militarism of Germany may be the precursor of a much wider alliance against any aggression whatever in the future; that this present alliance may be made the forerunner of a world congress. He says:—

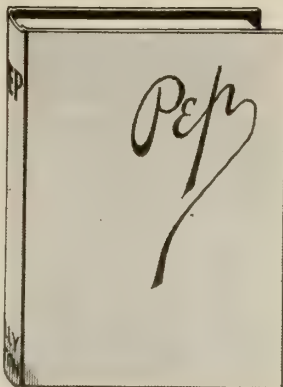
"At the end of this war there must be a congress of adjustment. The suggestion is to make this congress permanent, to use it as a clearing-house of international relationships and to abolish embassies. Instead of there being a British ambassador, for example, at every sufficiently important capital, and an ambassador from every important State in London, and a complex tangle of relationships, misstatements and misconceptions arising from the ill-co-ordinated activities of this double system of agents, it is proposed to send one or several ambassadors to some central point such as The Hague, to meet there all the ambassadors of all the significant States in the world, and to deal with international questions with a novel frankness in a collective meeting."

It is necessary, Mr. Wells points out, that the initial step should be the removal of the manufacture of war material from the sphere of private enterprise. It is perhaps fortunate that the very crown of the private armaments business is the Krupp organization, and that its capture and suppression is a matter of supreme importance to all the allied powers.

A continuation of Elizabeth O'Neill's former volume dealing with the war is her book entitled, "The War, 1914-15. A History and Explanation," just published in England, carrying on the story of the war until after Christmas. In graphic chapters Miss O'Neill describes the battle for the coast with the great fight at Ypres and the Yser, the Russian campaign, the gallant defence of Serbia, the naval war, the war in the air, the capture of German colors, and a careful summary of the result of the first five months of the war.

A book running to 400 pages, with over 100 illustrations from photographs and sketches by the author, Sven Hedin, is "With the German Armies in the West." It is described as the first account by an eye witness of the German army in the field.

Professor Muensterberg, that indefatigable literary laborer on Germany's behalf, whose book, "The War and Amer-



← This is the
Book
and here is the
Author →



Read what prominent Canadians say about this writer
and his message:-

COL. W. C. HUNTER

Regina, March 31st, 1915.
The Copp, Clark Co., Limited,
495 Wellington St. W.,
Toronto, Ont.

Dear Sirs:-

I can unhesitatingly endorse "Pep." I had personally proved the truth of what "Pep" teaches, before seeing the book. Had Colonel Hunter's counsels come to me a few years earlier, I should have been saved an experience which I could not wish for my worst enemy.

Sincerely yours,

WALTER SCOTT,
Premier's Office, Sask.

Bond Street Congregational Church,
Toronto, Canada,
The Copp, Clark Company, Limited,
517 Wellington Street West,
Toronto, Ont.

Gentlemen:-

PEP ought to be a handbook for every young man. It puts into small compass what every successful man of affairs could write about himself in his maturity if he but had the appropriate words. This would make many volumes in an average diary. PEP telescopes it into a few chapters. The book should have a wide circulation.

Yours very truly,

REV. BYRON H. STAUFFER.

CROWN LAND DEPT.,
Fredericton, N.B.,
April 26th, 1915.

The Copp, Clark Company, Limited,
495 Wellington Street West,
Toronto, Ont.

Dear Sirs:-

I have read your little book called "PEP" with a great deal of interest, and am satisfied that, if the precepts laid down in its pages are strictly followed, their exercise will prove of benefit.

Yours sincerely,

HON. G. J. CLARKE,
Premier's Office.

Three typical letters of many written by noted men. Every bookstore is or should be strongly featuring this book, which is making a universal appeal—Be sure to read it yourself.

CLOTH, \$1.00

OTHER BOOKS OF OUTSTANDING MERIT

A BIG BOOK FOR CANADIANS

The Political Reminiscences of

The Right Hon. Sir Charles Tupper

Transcribed and edited by W. A. HARKIN.

With a biographical sketch and appendix. Price \$2.50.

London Daily Telegraph: This volume is full of inspiration, and shows in great part from Sir Charles' own lips how Empire Builders are reared and made fit to govern.

RADA

A BELGIAN CHRISTMAS EVE

By Alfred Noyes.

Author of "Tales of the Mermaid Tavern," "The Wine Press," etc.

The scene is a cottage in a Belgian village on Christmas Eve; the characters, German soldiers, the bereaved Belgian mother and child, a half-witted schoolmaster quoting the philosophers while the noise of carousing soldiers is heard outside.

With four illustrations after Goya. Price \$1.25 net.

DOODLES—A New "Polly" Story

Booklovers will remember with pleasure "Polly of The Hospital Staff," and then more recently the same bewitching "Polly of Lady Gay Cottage," always looking out on life with an optimism which made all who met her better and more cheerful.

"DOODLES" is uniform in appearance with the two "Polly" books; it contains some splendid full page colored illustrations.

Full of wholesome happiness, "Doodles" is just the book for the Spring. Cloth, \$1.00.

GERMAN CULTURE

Cloth, \$1.25.

This is an estimate by eight learned British writers of what Germany has contributed to higher life and thought in the various departments of knowledge. A Book for People Who Want to Know by writers Who Do Know. Each writer an authority on the particular theme dealt with.

A New Novel—VICTORY

By Joseph Conrad,

Author of "Chance," "A Set of Six," etc.

"Victory" is unquestionably the most important announcement for 1915. In the directness of its narrative, the extraordinary power and swiftness of its action, "Victory" has the "popular" elements without in any way losing the subtle Conradian touches that stamp the author one of the great modern novelists. Cloth, \$1.25.

SUNDOWN SLIM

By Henry H. Knibbs.

Author of "Overland Red"

A novel of the range, full of galloping romance and hair-trigger excitement.

Illustrated in color. \$1.35 net.

THE COPP, CLARK COMPANY, LIMITED, Publishers
517 WELLINGTON STREET WEST, TORONTO

ica," caused such a stir, has written what is referred to as the "first peace book." Its title is "Peace and America" and deals with the future following the end of the present war.

Bernhardi is also out with a new book entitled "England and Germany being a reply to Cramb."

Other new books of vital interest affecting the war are Norman Angell's "America and the New World State," and "Stories of the Kaiser," and his ancestors, by Walter Jerrold.

"Britain's Deadly Peril" is a new book by William Le Queux, which is described as a book of fearless and outspoken criticism.

An interesting tale of "the cooper's son who became Commander-in-Chief," is "The Life of General Joffre," by Alexander Kahn, just published in England.

A new book of outstanding importance is "Sir Edward Grey, K.G.; the Man and His Work," being the first biography that has ever been published of the Secretary of State for Foreign Affairs.

In view of the Bismarck Centenary, W. Heinemann, the London publisher, has brought out a new edition of the correspondence of William I. and Bismarck.

"The Game of Empires," by Edward Van Zile, with a preface by Theodore Roosevelt, presents a scientific study of the course of the present war and a strong plea for military preparedness in this country as the best safeguard against the U. S. being thrust into armed conflict.

A work by Hudson Maxim on "America's Unpreparedness," is another book which sets forth the desirability of a better preparation for war in the U. S., and studies the present state of the defenses of that country.

The frequent mention in current war news of the work of spies, or of the fate they have met, makes of timely interest a volume on "Spies in History Past and Present," which is among the recently published books in New York. It is by W. R. H. Trowbridge, who has made of the book a history of espionage and of its place and achievements in history, with particular attention to the human side of the subject.



Among the wounded in the Langermark engagement was Private H. H. Bignall, formerly in the employ of the Consolidated Stationery Co., of Winnipeg.

What Women Read

Interested in Everything "From a Book of Statutes to a Cookery Book"—Idiosyncracies Beyond Understanding.

Specially Written for Bookseller and Stationer.

It has been truly stated that "Man is a creature of habit," but it is a very different matter to so tersely describe the idiosyncracies of women and what they read. Some booksellers will tell you that they never sell anything but fiction to their lady customers; others admit the broad fact that they sell more books to women than to men, but do not hold the statement down to mere fiction buying. It is surprising just how much a woman can read and yet not neglect other duties, whether household or social. Each and every woman of the present generation has her club or clubs, and it would be very difficult to find a woman just now who has not formed her own ideas on the questions of the day, many of which have been imbibed or absorbed from the reading she does or the lectures she attends. Of our present-day novelists J. M. Barrie and Arnold Bennett come closer to the understanding of the eternal feminine. Strindberg knew women physiologically, and also in a psychological sense, but was not generous. J. M. Barrie is Scotch, and, like the parrot, is a de-il to think; and Arnold Bennett was once the editor of a woman's column on a newspaper!

I have an old lady friend who admitted to me she could read and enjoy anything and everything from a book of statutes to a cookery book, but she did draw the line at reading a theological discussion of women's rights. Another friend indulges in all kinds of heavy reading, yet I have seen her fall off her pedestal, so to speak, and thoroughly enjoy a Family Herald; but, as she humorously described it, "I am so heartily sick of trying to digest high-brow writers with their ponderous sentences, etc., and I feel I must read something, so I just revel in 'Dooks and Dookesses' for an hour or so, and for a time I can and do appreciate the joy of the small boy who has been stealing in his mother's pantry!"

Another friend at my suggestion wrote down the titles of the books she had read in a month, and, as it is so very interesting, I am going to add the list for the benefit of the readers of the Bookseller:—"Antarctic Penguins," "Soldiering in Canada," "His Official Fiancee," "The Iron Man," "Fighting in Flanders," "The Survival of Man," "The Death of a Nobody," "The Keeper of the Door," "The Struggle for Imperial Unity," "The War That Will End

War," "The Shadow of '57," "Letters from a Living Dead Man"—Bealby; "A Wanderer in London," "The Snare," "Tales of Two Countries," "Antarctic Adventure," "First Cousin to a Dream," "Fortitude," "The Other Kind of a Girl," "When Ghost Meets Ghost," "Father Ralph," "The Unpublished Letters of Lady Lytton."

This same friend makes a point of reading three newspapers each day, but as she is not entitled to a vote, is not tied down to any "party" leanings. Consequently, one day may find her agreeing heart and soul with the Conservatives and the next she may be in full sympathy with the Grits, which bears out my former statement that man is a creature of habit, and a woman's idiosyncracies are not understandable.

E. LILIAN BELL.



J. H. Charles, secretary-treasurer of the Musson Book Company, and his daughter were among the passengers on the ill fated Lusitania, and were among the rescued, tidings which were received with joy by the many friends of Mr. Charles in the Canadian book trade. Among those who were lost was Miss Kalteneagh, who has been a member of the office staff of the firm of McLeod & Allen of Toronto. She was on her way to her former home in Scotland to rejoin her father, whose intention was to return with his daughter to Canada.



The "Publishers' Weekly," of New York, rightly calls attention to the important fact that an essential factor in advertising is the element of news which has so much to do with making advertisement the more effective. Hence, for the live shopkeeper to give his window displays "news interest" should be a constant ideal. The bookseller, the writer continues, "is fortunate above all his fellow shopkeepers in that all his stock has properly and fundamentally this same news appeal. Other men sell nails and sugar, and buttons and chairs, and they find it difficult to give news value to these commodities. In this respect, however, the bookseller is more fortunate. Every new book is news—capable of advertising exploitation, and the bookseller's journal is to book lovers veritably a newspaper, to be treated and regarded as such."



NEWS APPEAL OF BOOKS.

Writing on circulation in Advertising and Selling, John Wenzel suggested that the strength or weakness of a publication is not made evident by bulk or lack of bulk of circulation, but by the relativity of the circulation figures to the particular field, and by the rate of growth as thus compared.



MG&S The Big Books of the Year MG&S



THE HEART OF UNCLE TERRY

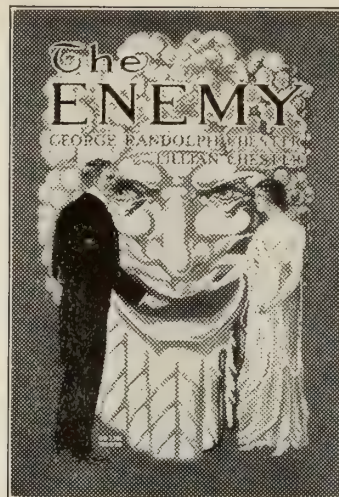
By Charles Clark Munn

You remember UNCLE TERRY, one of the great novels that have swept America and touched the hearts of scores of thousands. The same quaint and lovable philosopher is with us in another book, even wiser, and no less kindly than before. He had for a time retired from his life on the rocky coast of Maine to its vast wilderness, where the mystic Presence of this primitive forest is most potent, and where mineral wealth was found by an energetic young man. But Uncle Terry could not set his heart on such riches when it was already full of affection for an adopted daughter, more brilliant and highly prized than any gem from the mines, and one who could not fail to attract young men in the way that is old, yet ever new. In the story of love and adventure which develops, Charles Clark Munn has put his whole soul into producing his best novel in a field in which he is the acknowledged master.

Illustrated by W. L. HOWES, 12mo, Cloth
Decorated Cover

Price, Net, \$1.25.

Published in Boston, Mass., by
LOTHROP, LEE & SHEPARD CO.



The most talked of book of the season is THE ENEMY

By George Randolph Chester and Lillian Chester.
Author of "The Ball of Fire," etc.

"Hearst's Magazine" published Hall Caine's great book, "The Woman Thou Gavest Me," and the greatest success of 1914, "The Inside of the Cup," by Winston Churchill. Then came "The Enemy"—one of the biggest novels of the year. A strenuously interesting and vital book. A compelling tale that the reader follows with unrestrained attention, following the course of its hero's struggles with "The Enemy."

This book is worthy of the widest possible circulation.
Eight Illustrations by A. B. WENZELL.

NOW READY. PRICE \$1.35.

OUR NEW SERIES JUST PUBLISHED
The Most Widely Advertised Novels Ever Published—
"Movie Editions" selling at 50c a volume.

RUNAWAY JUNE

By George Randolph Chester and Lillian Chester.

No description can do justice to the fascination of this story. The struggle begins before the rice has been shaken from the traveling dress of the lovely bride, and carries through scene after daring scene—from the fashionable suburbs of New York to the mysteriously beautiful sea caves of Bermuda.

16 Full Page Illustrations.

As Presented by the Mutual Film Corporation Players.

CLOTH, wrappers in colors, 50c.

THE EXPLOITS OF ELAINE. By Arthur B. Reeve.

Author of Craig Kennedy Stories.

Dramatized into a Photo-play by CHARLES W. GODDARD. Murders and other crimes mystify the police. The chief clue is a warning letter to victims signed "The Clutching Hand." The wealthy Taylor Dodge is the latest victim. The story tells of the determined efforts of his daughter Elaine and the scientific detective Craig Kennedy in unraveling the mystery. The "Clutching Hand" resorts to the most diabolical schemes to put them out of the way.

16 Full Page Illustrations.

As Presented by the Famous Pathe Players.

CLOTH, wrappers in colors, 50c.

THE PERILS OF PAULINE. By Chas. W. Goddard:

Millions upon millions of readers have enjoyed the pictures week after week during the past year.

Now for the first time the novel is published in popular book form. 16 Full Page Illustrations.

As Presented by the Famous Pathe Players.

CLOTH, wrappers in colors, 50c. PAPER, 25c.

Published in New York by

HEARST'S INTERNATIONAL LIBRARY CO.

McCLELLAND, GOODCHILD & STEWART, Limited
PUBLISHERS 266-268 King Street West TORONTO



MG&S MG&S MG&S MG&S MG&S MG&S MG&S



ENCOURAGE CANADIAN LITERATURE.

CANADIANS should encourage Canadian writers by giving special place in their home libraries to meritorious books written by Canadians or about this country. Public libraries should do their share in stimulating interest in Canadian literature. It was most satisfactory to observe the attention given to this question at the recent meeting of the Ontario Library Association. Good work along these lines can be accomplished by teachers in the schools; by the various literary organizations, and by the young people's societies in the churches. In this direction most effective influence can be brought to bear by the local booksellers. They should be among the most active men in the community in general welfare work and some of them are, but others are lax.

The bookstores themselves should be especially active agencies in the fostering of continually increasing devotion to the encouragement of Canadian literature.

We do not for a minute mean to insinuate that this should be done in any narrow sense. The mind of Young Canada should be trained to give attention to all that is great in the literature of the whole world. That will develop a broad-mindedness that will make better Canadians and consequently a greater Canada. But special care must be observed to see that Canadian writers get the attention and support that is due them on the part of Canadian readers. The familiar slogan: "Canada First," may be beneficially applied in this connection.



CHARLES ROBERTS,

Who makes Montreal his headquarters as representative of Lippincott's of Philadelphia, is President of the Dominion Commercial Travelers' Mutual Benefit Society.

Monthly Record of New Books

PUBLISHED BY FIRMS ESTABLISHED IN CANADA.

With a view to saving valuable space and at the same time preserving the alphabetical arrangement of book titles so essential for ready reference, numbers are used to indicate the respective publishers' names. The following are the numbers used and the respective publishing firms to which they refer:

- 1.—William Briggs.
- 2.—Cassell & Co.
- 3.—The Copp, Clark Co.
- 4.—J. M. Dent & Sons.
- 5.—S. B. Gundy.
- 6.—Hodder & Stoughton, Limited.
- 7.—Thomas Langton.
- 8.—The Macmillan Co.
- 9.—McClelland, Goodechild & Stewart.
- 10.—McLeod & Allen.
- 11.—Mussion Book Co.
- 12.—Thos. Nelson & Sons.

Fiction.

- John, The Fool.** By Charles Tenney Jackson. (10) Cloth, \$1.25.
Little Sir Galahad. By Phoebe Gray. (10) Cloth, \$1.35.
Mystery of Enid Belairs, The. By David Whitelaw. (6) Cloth, \$1.25.
Nicholas Simon. By D. P. MacDonald. (6) Cloth, \$1.25.

Seven Darlings, The. By Gouverneur Morris. (10) Cloth, \$1.35.

Shorty McCabe on the Job. By Sewell Ford. (10) Cloth, \$1.25.

Who Goes There. By Robert W. Chambers. (10) Cloth, \$1.25.

Young Earnest. By Gilbert Cannan. (8) \$1.25.

Non-Fiction.

Anglo-German Problem, The. By Charles Sarolea. (3) War Book. Paper, 50c.

Berlin Court Under William II., The. Count Axel Von Schwering. (2) History. \$4.

Christians' War Book, The. By Marr Murray. (6) Cloth, 75c.

German Culture. By Prof. Lodge, etc. War Book. (3) Cloth, \$1.25.

Highways and Byways of California. By Clifton Johnson. (8) \$1.50.

India: Its Life and Thought. By John P. Jones. (8) \$1.50.

Modern Horse Management. By Lieut. R. S. Timmis. (2) Cloth, \$4.

Rada. By Alfred Noyes. Poetry. (3) Cloth, \$1.25.

Reminiscences and Letters of Sir Robert

Ball. Edited by W. Valentine Ball. (2) Cloth, \$4.

Fiction.

Chalk Line, The. Anne Warwick. (5) Cloth, \$1.25.

A Drop in Infinity. By Gerald Grogan. (5). Cloth, \$1.25.

An Emperor in the Dock. By W. D. Vere. (5) Cloth, \$1.25.

First Cousin to a Dream. Cyril Harecourt. (5) Cloth, \$1.25.

Keeper of the Door, The. By Ethel M. Dell. (5) Cloth, \$1.25.

Lost Sheep. Vere Short. (5) Cloth, \$1.25.

Man of Iron, The. By Richard Dehan. (5) Cloth, \$1.25.

Shifting Sands. By Alice Birkhead. (5) Cloth, \$1.25.

Snare, The. By George Vane. (5) Cloth, \$1.25.

Under the Tricolor. By Pierre Mille. (5) Cloth, \$1.25.

Non Fiction.

And That Reminds Me. By Stanley Caxson. (5) Cloth, \$3.50.

Sva. By Bindwood. (5) Cloth, \$2.50.

What Is Christian Science? By Wilby. (5) Cloth, 75c.

A PARTING GIFT

To a Soldier

Nothing more acceptable than a book—a little book, easy to pack, light to carry, and convenient to read. The best of all is Nelson's

New Century Library—Why?

- 1—Because it includes authors of whom a man never tires—Shakespeare, Burns, Lytton, Trollope, and the immortal trio—Dickens, Thackeray and Scott.
- 2—Because the thin India paper gives a maximum amount of reading for a minimum amount of space and weight.
- 3—The print, illustrations and limp leather binding are Nelson's.

Price 85 cents postpaid any volume.

THOMAS NELSON & SONS - TORONTO

ESTABLISHED 1798

For Reaching The European Market

Canadian Manufacturers should
advertise their productions in

Games and Toys

THE LEADING TRADE JOURNAL

Circulates throughout the whole
of Europe and the Colonies.

Subscription, 5/- per annum, post free.

Advertising rates on application.

Publishers:—

The International Trades Press

LIMITED

Sicilian House, Southampton Row,
London, W.C.

The Season's Leaders

Best selling book in April

The Man of Iron

By Richard Dehan,

Author of "The Dop Doctor."

Cloth, \$1.25.

An English Hero.

A French Heroine.

A Romance of 1870 and Bismarck.

Third best selling book in April

The Keeper of the Door

By Ethel M. Dell,

Author of "The Way of an Eagle"

Cloth, \$1.25.

The advance sales of this book has
been greater than any previous
volume by Miss Dell.

Novels by the Canadian Humorist,

Professor Stephen Leacock

Arcadian Adventures with the
Idle Rich - - - - - \$1.25

Sunshine Sketches of a Little
Town - - - - - 1.25

Behind the Beyond - - - 1.25

S. B. Gundy - Toronto

Publisher in Canada for Humphrey Milford.

MUSIC COPYRIGHTS.

Mon Soidat. Chansonnette Marche. Paroles de R. Brisson. Musique de Louis Payette. Louis Payette, Montreal, Que.

In 'Roseland. Dance. By H. R. Ressler. (Musique.) J. E. Bélair, Montreal, Que.

Campaign Chanties. A Collection of Electioneering Songs for British Columbia Liberals. By Arthur Perceval (Temporary Copyright). Alfred Perceval Graves, jun., Vancouver, British Columbia.

A Canadian Volunteer. Patriotic March Song. Words and music by Susie Irene Pizer. Susie Irene Pizer, Toronto.

The Sons of Old John Bull. Patriotic March Song. Words and music by William P. Rooth. William P. Rooth, Toronto, Ont.

My Big Little Soldier Boy. Words by Wilbur D. Nesbit. Music by Mabelle Carolyn Church. The Whitney-Warner Publishing Company, New York, N.Y.

Kentucky Home. Words by Coleman Goetz. Music by Walter Donaldson. Waterson, Berlin & Snyder Company, New York, N.Y.

I'm Going to Go Back to My Home Town. Words by Billy Lynott. Music by Nat Osborne. Waterson, Berlin & Snyder Company, New York, N.Y.

Sunnyland Waltzes. By E. M. Rosner. (Music.) Jerome H. Remick & Company, New York, N.Y.

When Our Mothers Rule the World. Words by Alfred Bryan. Music by Jack Wells. Jerome H. Remick & Company, New York, N.Y.

Flowers of Yesterday. Words by Ernie Hughes. Music by Carl J. Monahan. Jerome H. Remick & Company, New York, N.Y.

Dreamy Eyes. Words and music by Anita Owen. Jerome H. Remick & Company, New York, N.Y.

If You Ever Come Down to Virginia There'll Be Nothing Too Good for You. Words by A. Seymour Brown. Music by Albert Gumble. Jerome H. Remick & Company, New York, N.Y.

Dandelion. Words and music by Fleta Jan Brown. Jerome H. Remick & Company, New York, N.Y.

Pictures of Memory. Song. Words by Ralph R. Tooley. Music by W. G. Butt. Ralph R. Tooley, Oshawa, Ont.

Babe. Song. Words and music by Harold A. Clack. Harold A. Clack, Strathelair, Manitoba.

Boys from Canada. Patriotic song. Words and music by Alta-Lind Cook. Alta-Lind Cook, Meaford, Ont.

The Empire's Sons Reply to Britannia's Call to Arms. Words and music by Fred G. Finch. Fred G. Finch, Toronto, Ont.

We Will Fight for Our Flag Forever. Words by J. A. Bell. Music by T. M. Aver. James A. Bell, Paris, Ont.

Dead Mountain Flowers. Words by Lord Tennyson. Music by David Dick Slater. The Frederick Harris Company, Toronto, Ont.

Twilight of Love. Words by Jean C. Havez. Music by Herman Paley. Jerome H. Remick & Co., New York, N.Y.

Alabama Jubilee. Words by Jack Yellen. Music by George L. Cobb. Jerome H. Remick & Co., New York, N.Y.

I'm On My Way to Dublin Bay. Words and music by Stanley Murphy. Jerome R. Remick & Co., New York, N.Y.

Ever Thine. By Harry P. Guy. (Hesitation Waltz.) Jerome H. Remick & Co., New York, N.Y.

Let the Words of My Mouth. (Sentence.) By John Edwardson. (Music.) Anglo-Canadian Music Publishers' Association, Limited, London, England.

The Call to Arms. Words by Laura E. McCully. Music by Marie Tassé. Mrs. Emmanuel Tassé, Ottawa, Ont.

Mizpah. Soldiers' Marching Song. Words by Mrs. George Williams. Music by Mrs. A. E. J. McCreary. A. E. J. McCreary, Montreal, Que.

The Garden Here Below. Words by Mrs. Geo. W. Loree. Music by Vivian Brooks. Mrs. Geo. W. Loree, Rockwood, Ont.

Good-Bye Lad (Your Country Wants You). Words and music by John Stuart. John Stewart, Hamilton, Ont.

March, Loyal Canadians. Words by D. H. Waterbury. Music by W. W. Swornsbourne. W. W. Swornsbourne, St. John, New Brunswick.

When the Ocean Shall Cease to Roll. Words and music by A. Leon Hatzan. Arranged by F. E. Bentley. Empire Music and Travel Club, Limited, Toronto, Ont.

Soldiers of Canada. Words and music by Mrs. Verne M. Whitman. Mrs. Mollie Wren Whitman, St. Andrews, New Brunswick.

Hee-Haw. Fox-Trot. By Pete Wendling and Milton Ager. (Music.) Waterson, Berlin & Snyder Company, New York, N.Y.

The Boys in Khaki. Patriotic Song. Words and music by Louise Rawlings. Louise Rawlings, Forest, Ont.

Lay Thy Hand Upon Me. Hymn-Anthem. By Franklyn Bontemps. (Words and music.) The Anglo-Canadian Music Publishers' Association, Limited, London, England.

Meet Me in Rosy Roseland. Sunshine Song. Words and music by Frederick L. Plant. Empire Music and Travel Club, Limited, Toronto, Ont.

We are Colonials. The Patriotic Song of Canada. Words by Frank Gordon.

Music by Ted Neun. Frank Gordon & Ted Neun, Toronto, Ont.

Forward the Union Jack. Words by J. A. Hendry. Music by C. A. Yates. J. A. Hendry and C. A. Yates, Minneapolis, Minnesota.

Song of the Saskatchewan. Words and Music by Edna Price Phillips. Edna Price Phillips, Edmonton, Alberta.

Bow Valley. Words and music by Edna Price Phillips. Edna Price Phillips, Edmonton, Alberta.

Gallant 51st. Words by Sergt. Horace B. Gibbs. Music by Mrs. A. C. de L. Harwood. M. C. de Lotbinière Harwood, Edmonton, Alberta.

King Bee Tango. By F. H. Losey. (Music.) Vandersloot Music Publishing Company, Williamsport, Pennsylvania.

Hearts of Promise. Waltzes. By Carl Loveland. (Music.) Vandersloot Music Publishing Company, Williamsport, Pennsylvania.

L. I. Rag. Words and Music by Melville Platt. (Music.) Melville Platt, London, Ont.

Knitting Socks for Daddy's Men. Words and Music by Jean Munro Mulloy. (Music.) J. M. Mulloy, Kingston, Ont.

You're Up a Tree, Old Bird; You're Up a Tree. Words and Music by Harry Taylor. Lee Grove & Harry Taylor, Toronto, Ont.

A Mid-Summer Night's Dream. Words by Joe Young. Music by Bert Grant. Waterson, Berlin & Snyder Company, New York, N.Y.

The Standard of Britain. Words by Chas. Calvert. Music by M. E. Calvert. Charles Calvert, Saint John, New Brunswick.

Interim Copyrights.

Mary Dear. A War Song of the Canadians. In A Major. Words and Music by T. B. Richardson. Thomas Bedford Richardson, Toronto, Ont.



Among the Rescued.

Abner G. Mitchell, who was clerk in the Anglo-Canadian Music Publishing Association, and lives at 135 Macdonald avenue, Toronto, was among those rescued from the ill-fated Lusitania. He was on a business trip for his firm.



A new edition of Edmund S. Meany's "Vancouver's Discovery of Puget Sound," which has been out of print for some little time, will be issued in April, a fact which will be gratifying to all students of history as well as to those who are interested in vigorous narratives of exploration and adventure. The volume is to be attractively illustrated.

TOY PROFIT

There is good profit in a line of Toys—besides, it attracts the family trade and that is the kind that pays.

Successful toymen keep posted on trade happenings, new articles, new ideas of salesmanship and window dressing, where to buy stock, etc.

"PLAYTHINGS"

each month has all the news of the toy trade. Subscription price ONE DOLLAR AND FIFTY CENTS a year postpaid.

Subscribe now and join those who are keeping up-to-date and in the swim.

A sample copy free if requested.

McCREADY PUBLISHING CO., 118 East 28th Street
NEW YORK

Hold the line



(Registered.)

Here's the line to hold—
John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

Supplied by all the leading wholesale houses in Toronto and Montreal.

London (Eng.)
Export Agency,
8 St. Bride St.,
LONDON, E.C.

THE NATIONAL LINE

Loose-Leaf Goods

THE NATIONAL Loose-Leaf Line now covers every practical requirement for goods of this nature. The new Catalog describes, illustrates and prices the many different devices.

Goods are not only priced singly, but in complete outfits. There are also tables and prices on special sizes and illustrations of various sheet rulings.

EVERY dealer in Loose-Leaf Equipment should have a copy of this Catalog; together with a Portfolio made up of actual sheets supplied with the National Loose-Leaf Line.

SEND FOR THEM.

NATIONAL BLANK BOOK CO.
HOLYOKE, MASS., U.S.A.

GREY

HIS LIFE STORY

Sir Edward Grey is, and always has been, somewhat of an enigma to the general public, for, in spite of his exalted position, less is known of the man himself than of any other prominent personage.

This will ensure keen demand for this important book.

An interesting and informative biography of the man as sportsman and as statesman, by one who writes from an intimate knowledge of his subject.

"SIR EDWARD GREY, K.G., THE MAN AND HIS WORK"

The only life story of the Secretary of State for Foreign Affairs Ever Published. Crown 8vo, Cloth 75c.

Plate Sunk Photogravure Portrait Frontispiece.

BOOK YOUR ORDER AT ONCE

IMPORTANT ANNOUNCEMENTS OF FORTHCOMING BOOKS

SHILLING BOOKS

The Evolution of Katharine, by E. Temple Thurston.
The Price of Admiralty, by Mrs. Belloc Lowndes.
Hilda Strafford, by Beatrice Harrenden.
The Master of Craft, by W. W. Jacobs.
Ailsa Paige, by R. W. Chambers.
The Principal Girl, by J. C. Snaith.

FORTHCOMING SIXPENNIES

April—The House Opposite, "Rita"; The Sleeper Awakes, H. G. Wells; May—The Mating of Lydia, Mrs. Humphry Ward; The German Spy, Wm. Le Queux; July—The Green Mouse, R. W. Chambers; Good of the Gods, H. G. Wells; August—The Gates of Silence, Meta Simmins; Adventures of a Modest Man, R. W. Chambers; September—Above All Things, E. A. Rowlands; The Woman's Law, Maravene Thompson; October—"813," M. Le Blanc; November—House of Whispers, Wm. Le Queux.

FORTHCOMING SEVENPENNIES

April—Stories From a Doctor's Diary, L. T. Meade; The Woman Pays, Sidney Warwick; May—Sunk Island, J. B. Harris-Burland; Garden of Resurrection, E. Temple Thurston; June—Hurricane Island, H. B. Marriott Watson; The Beloved Enemy, E. M. Albanesi. July—Hushed Up, Wm. Le Queux; Smithy, Edgar Wallace; August—A Shadowed Happiness, E. A. Rowlands; The Tracer of Lost Persons, R. W. Chambers; September—The Nun, Rene Bazin; The Lost Million, Wm. Le Queux; October—A Son of the Sun, Jack London; Confessions of Arsene, Maurice Le Blanc; November—When the Red Gods Call, Beatrice Grimshaw.

ORDER THESE WAR BOOKS

Navy and Army.
Illustrated.
Vol. I—Nos. 1 to 10.
Picturing the Progress of the War.
Portraits of Notables, Articles by Experts.

The Standard History of the War.
Official Despatches of General French and Staff. Vol. I.—The War up to the Battle of the Aisne. Vols. 1 and 2 ready.

"The War of The Nations." By William Le Queux.
Vol. I.
Best and most authentic History of the War.
Profusely Illustrated.

Heroes All.
Gallant Deeds of the War.
By Edgar Wallace.
Stirring Stories of Heroic Deeds.
A Great Book for Boys.

"Britain's Great Men." KITCHENER. ROBERTS. FRENCH.
Vivid Life Stories.
Numerous Photographs.

The Rally of The Empire.
The Fighting Forces of Canada, Australia, India and South Africa.
Profusely Illustrated. Attractively bound in cloth.

"THE CAPTAIN," Volume 21

THE IDEAL ANNUAL FOR BOYS.
Splendid stories by Herbert Strang, Gunby Hadath, R. S. Warren Bell, Harold Avery, Capt. Hope and other writers of stirring Tales for Juveniles. Feature Articles about Football, Model Engines, Photography, Stamp Collecting—a wealth of matters about which Boys want to know.

Publishers: GEORGE NEWNES, LIMITED
CANADIAN REPRESENTATIVE:

T. S. SINNOTT, 93 CHURCH STREET, TORONTO, ONT.

New Goods Described and Illustrated

Interesting novelties, introduced by the Enterprise Scientific Novelty Co., of London, England, include a musical organ rendering two separate peals of bells by turning the handle to the left for one peal and to the right for another. Another is called the Empire Musical Lawn Roller, made in several sizes.

Emphasis is laid on the fact that these and the other novelties made by this house are of British manufacture, and in this connection it is interesting to reproduce the following paragraphs, being a few reasons why the British worker should receive a share of the patriotic support so loyally accorded to Tommy Atkins abroad:—

It is the British worker who has produced the wealth which has built our vast Empire, by his persistent and dogged perseverance, to the position of

against Tommy Atkins and your own country's interests.

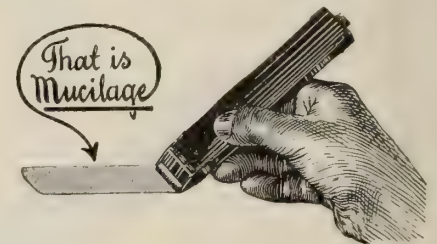
The present disastrous crisis is one result of the apathy shown in the past to British manufactured goods. As a nation we are delightfully obliging and accommodating. Having given our enemies our trade (home and colonial) a welcome to our shores as citizens, we proceed to assist our own countrymen we have replaced to leave the country by State emigration or starve; we have yet the country and throne intact, but these are now desired. Shall we oblige them?

It is the British worker who has to pay by direct taxation the expenses necessary to carry on the war for your trade interests and the country's protection.

By supporting British industries you strengthen your own Government. Give

opening in the hard rubber underneath, and allows the mucilage to flow down so that the tongue spreads it evenly over the surface. The instant the tongue leaves the paper, it springs back into place and stays there, stopping the flow and sealing the opening.

It is refillable by pouring in any kind of mucilage through the opening where the cap fits in, but by using collapsible



tubes of best quality mucilage that is supplied with the device, the refilling is done in a moment without the possibility of a spill.

Steel Numbering Machine.

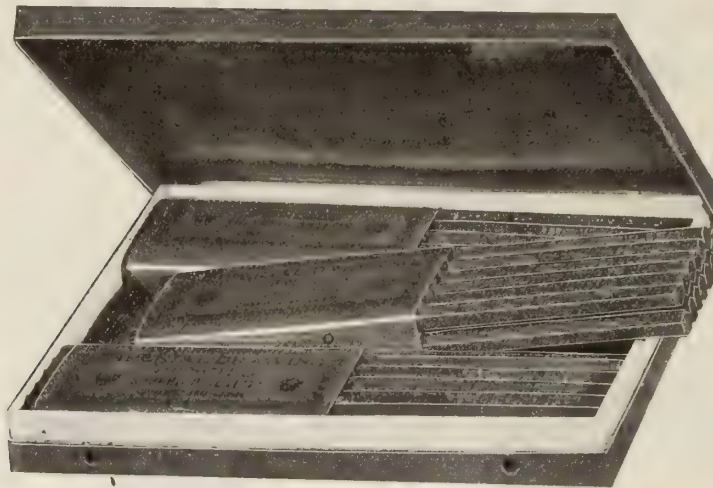
Cado is the name of a new steel numbering machine just brought out by the Cushman & Denison Mfg. Co. of New York.

New Drawing Pencils.

A new drawing pencil is being introduced by Buntin, Gillies & Co. It is the Imperial, made with rubber tip, in H.B. grade, and in various degrees without rubber tip. It is finished in purple polish with gold lettering, and the claim is made for this pencil that it is particularly smooth and even in use.

New Indexed Files.

An interesting new item introduced by W. C. Horn, Bro. & Company of New York is the "Nonpareil" Docket Filing Library scrap-book. This book contains expanding pockets on each page in which clippings, etc., may be temporarily or permanently filed without the use of paste, gum or clips. The leaves are made of strong craft paper and are paged. Each book has an index in front so that the contents may be easily classified. Another new item is the Horn Desk File, intended principally for commercial use and which is similar in many respects to the scrap-book referred to in the foregoing. As this book is indexed with linen tabs one letter to a page, the file affords an easy and convenient method of filing data to which frequent reference is



eminence England now holds amongst the nations of the world.

It is from the ranks of the British workers that you have procured that splendid fighting material never recognizing defeat, who always pull you through, viz.: the British Army, Navy Auxiliary and Colonial Forces.

In times of crisis you will accept no substitute by way of mercenaries for your Tommy Atkins; "Made Abroad" does not answer here at this particular moment, and yet by buying foreign manufacture you are supporting the foreign worker and his government, helping to pay his war bills in fighting

the British worker your loyal support and maintain the Empire.

A Mucilage Applier.

A refillable mucilage applier has been introduced to the trade by the Sengbusch Self-Closing Inkstand Co., of Milwaukee, made of genuine hard rubber polished. It is 5 in. long, 1 in. wide and $\frac{3}{8}$ in. thick. The projecting shoulders on both sides at each end serve to keep it off the paper if it happens to be laid down carelessly on an inky or sticky surface. The tongue is made of soft rubber, which bends back as it is pressed against the paper. This uncovers an

IF YOU LIKED "DAVID HARUM"
YOU WILL LOVE

HEPSEY BURKE

By Frank N. Westcott, brother of the author of "David Harum"—as good as that book if not better,
is the verdict. **BUY IT FROM YOUR BOOKSELLER.**

Published by H. K. FLY CO., New York

Toronto, THOMAS LANGTON

SHEET MUSIC AND MUSIC BOOKS OF THE BETTER CLASS

We are sole representatives in Canada of the leading English music publishers and carry a very complete stock of standard publications for educational and general use.

NEW SONGS, PIANO MUSIC, VIOLIN and ORGAN MUSIC, ANTHEMS and CHORUSES in great variety. Liberal discounts to the trade.

**ANGLO-CANADIAN MUSIC PUBLISHERS
ASSOCIATION, Ltd.**

ASHDOWN'S MUSIC STORE
144 Victoria Street, TORONTO

The Spell of Flanders

(Belgium)

By Edward Neville Vose.

The story of a twentieth-century pilgrimage in a sixteenth-century land just before the outbreak of the great war. The fact that many of the towns described have been taken and retaken by hostile armies, since the writing of this volume, gives a permanent interest to Mr. Vose's book. Net, \$2.50.

**The Page Company
PUBLISHERS**

53 Beacon Street, Boston, Mass.

PATRICIA

By Edith Henrietta Fowler

(Hon. Mrs. ROBERT HAMILTON)

12mo. 400 pages, \$1.35 net.

Readers of "For Richer for Poorer" and "A Corner of the West," will be glad to welcome a new novel by Miss Edith Henrietta Fowler, who has now returned to the writing of fiction after completing the admirable life of her late father, the first Viscount Wolverhampton.

All Booksellers.

G. P. PUTNAM'S SONS
NEW YORK LONDON

The McKinley Edition of Ten-Cent Music

will always hold first place as an Edition of Standard, Classic and Teaching Music.

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the Teacher, Student and the Accomplished Musician.

It has proved itself, to thousands of dealers, to be the best foundation for a sheet music department.

Every copy of The McKinley Edition sold means a profit of over 200% to the dealer.

The McKinley Edition (Revised for our Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a "Trade Bringer" is the catalogues bearing the dealers' imprint which are supplied with both of these Editions. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and
Particulars to-day.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House"
in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET

THE BRITISH HOUSE I REPRESENT



May I book your
order?

—Carrie Bonum.

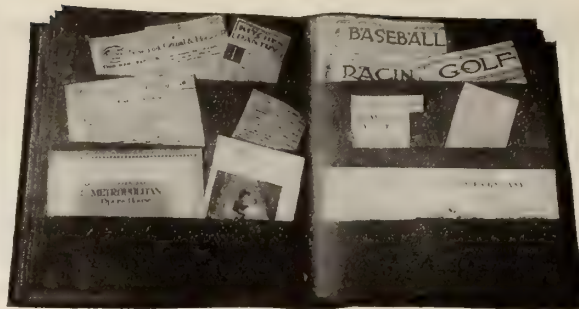
The Caribonum Company have the largest factory in Europe, devoted exclusively to the manufacture of Carbon Paper and Typewriter Ribbons, and make the greatest variety of Carbon Papers in the world.

Write to-day for catalogue, samples and terms.

The Caribonum Co., Limited

54 Wellington Street East, Toronto, Ontario

necessary. Still another item in the series is the pocket file for filing clippings, booklets, advertisements, illustrations, photographs, films or pamphlets. The material can be filed carefully and properly classified by means of the index in front of the file.



A Creditable Calendar.

A recently introduced calendar, which is a novelty and at the same time an innovation that is of high practical value to business men, is the calendar illustrated here which is called the "Up-to-date," manufactured in New York by the Ideal Specialties Corporation. The rules seen in the illustration are in red on the calendar, and as each sheet is torn off, this red line advances, canceling past dates. This calendar is made in two sizes, 5 x 8½ inches and 3½ x 6 inches, and made in "leatherette," genuine leather, quartered oak, solid mahogany and brass cases.

The "Charlie Chaplin" Doll.



A newcomer is the "Charlie Chaplin" doll, which is a production of the Louis Amberg & Son, of New York, in co-operation with the Essanay Film Co. Charlie Chaplin should prove as popular in the toy world as he is with the patrons of the movies.

"MADE IN CANADA."

The recent tariff changes, together with the shutting-out of German sources of supply, have had the effect of promoting the Canadian manufacture of certain lines of goods sold by stationers. Among these items are numeral frames and cribbage boards, and Bookseller and Stationer has been shown the most creditable productions of these now coming from the plant of the Copp, Clark Co. The numeral frame is the regulation 144 ball model in general use in Canadian schools and a not-to-be-despised additional field for selling these is among the Chinese. John Chinaman sticks tenaciously to this method of tot-

ing up his calculations for the washee-washee bills, not to mention his fan-tan winnings and losses, and constant use naturally wears them out. The new Canadian-made frames, however, will last longer, because they are more strongly made than the German-made frames, which have heretofore dominated the market.

The same is true of this firm's cribbage boards which, instead of being simply veneered, are made of one solid piece of wood, with the additional advantages that there is a receptacle for the pins in the end of the board held in place by an easily removable piece of metal, and the holes are larger, overcoming a constant source of annoyance in the case of the German-made boards, in which the holes were frequently too small.



LISTS RECEIVED.

From the Nathan Novelty Mfg Co., of 90 Reade Street, New York, comes an illustrated catalogue of sporting specialties. Among the articles dealt with are racquet covers for tennis racquets, made of cloth and of rubber; fishing tackle books, fishing rod covers and many other specialties in the way of requisites for various sports. Considerable attention is paid to Ford car specialties, which could be readily handled in the sporting goods department.

From the Art Metal Construction Company, of Jamestown, N.Y., comes a catalogue on steel filing cabinets and office furniture. The booklet is replete with illustrations, showing the various constructions of, and making apparent the advantages to be gained from, the use of Art Metal goods. Their line of filing cabinets is very extensive, and embraces styles and models for almost every possible need. Not alone are these filing cabinets guaranteed fireproof, but they are equipped with many recently patented devices which facilitate their handling. The drawers run on roller bearings, thus eliminating any possibility of "sticking."

To enumerate each of the many articles manufactured by the Art Metal Construction Company would take up too much space. But there is little doubt that the large varieties in the way of bond boxes, waste baskets, panfiles,

shelving and desks will be of great interest to the stationer who caters to the high grade office.



Novelties in Bags

Polished Pin Seal a Favorite — Long Strap for Shoulder, Sporting Fashion—A Torpedo Shape.

THIS is a year of crazes and fads, and the merchant in order to make money has to cash in on the sale of novelties while they are novelties. This is pretty risky business and it takes very close following of the game. The buyer who keeps in close touch and has the right article while it is new, and sells out before some other style replaces the one that is going, finds that his profit account makes a fat showing at the end of the year.

Novelty in shape is the life of the trade in hand-bags this season and the manufacturers are constantly inventing new shapes and each shape seems to be more frivolous than the last, especially when it is considered that the hand-bag constitutes my lady's pocket—the only pocket she has—and that all the good money women are said to spend has to be carried in the very diminutive hand-bags. Polished pin seal is the favored leather and it is finished in as supple a manner as possible, for the leather is draped and shirred just as though it were a material for making the fashionable bag. A new bag that appeared recently has a convex shaped frame covered with the leather: that is, the front frame is covered, while the back is of highly polished nickel or gilt-finished metal. The bag has the fashionable flare shape and the leather is shirred into the frame. The nob, which is a feature of the new bags, is made of a mock jewel. This bag is lined with silk poplin, and there is an inner frame and compartment lined with white kid, which contains a mirror. This bag comes in tan, grey, green.

Another leather bag novelty has a group of pleats running from the frame to the bottom of the bag and these pleats are drawn together by means of a buttoned strap.

A new taffeta bag is torpedo shape and the taffeta is shirred into the bottom of the bag, and again over a cord half way up the bag, leaving a puffing of the silk which conceals the frame: a stitched strap of taffeta forms the handle.

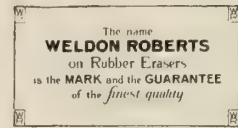


Hamilton, Ont.—J. R. Wells who has just returned after several months' absence in Seattle, has repurchased the book store which he formerly conducted at 197 King street, east. He will add a circulating library to the store.

WELDON ROBERTS RUBBER ERASERS

The *superiority* of the WELDON ROBERTS RUBBER ERASERS is the result of the special care given to each detail in their manufacture.

All styles—to meet all needs—of Pencil, Ink, Typewriter and Brush Erasers and Cleaners.



WELDON ROBERTS RUBBER CO. OFFICE & WORKS NEWARK, N.J. U.S.A.



Registered

Before buying a fresh stock of pens, get samples and prices of the famous

"Rob Roy" Pen

the popular and quick-selling pen.

It is made of fine steel, writes easily and smoothly and suits almost any hand. "Rob Roy" Pens are made in one of the best equipped factories in Birmingham, Eng.—the home of the pen-making industry.

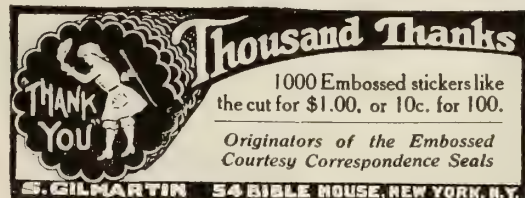
Manufactured by the proprietors:

Hinks, Wells & Co., Birmingham, Eng.

There is Big Money in Automatic Card Printing

The Automatic prints while you wait Business and Calling Cards, Tickets, Invitations Announcements & many others. Prints 100 per minute, 6000 per hour. Write today for our free catalog 36.

S. B. FEUERSTEIN & CO.
542 W. Jackson Blvd., CHICAGO



The Ledger that Opens Flat

B. & P. STEELBACK LEDGER



allows the greatest amount of ease and freedom in use.

Smoothly the steelback expands or contracts. Firmly it grips the ledger sheets—stays locked—never works loose.

The unsurpassed quality of its mechanism finds a fitting counterpart in the binding—the finest English pigskin and the most durable corduroy.

The B. & P. Steelback renews your customer's satisfaction in his purchase every day it is in use. Write for free illustrated catalogue to-day and get this popular, dependable line in your store.

Boorum & Pease Loose Leaf Book Co.

Makers of "STANDARD" LOOSE LEAF DEVICES

MAIN OFFICE: Hudson Ave. and Front St., Brooklyn, N.Y.

SALESROOMS: 109-111 Leonard St., New York, Republic Bldg., Chicago, Ill. 220 Devonshire St., Boston, Mass. 4000 Laclede Ave., St. Louis, Mo.

FACTORIES: Brooklyn, N.Y.; St. Louis, Mo.

We are pleased to announce the appointment of J. G. F. ANSLEY, 408 Lumsden Bldg., Toronto, as our Canadian representative

ESTABLISHED 1849

W. C. HORN, BRO. & CO.

Trade-Mark "NONPAREIL"

Manufacturers of Stationers' Specialties

541-547 Pearl Street, New York

CAMERA ALBUMS
AUTOGRAPH ALBUMS
POST CARD ALBUMS
POSTER STAMP ALBUMS
SCRAP BOOKS
INVOICE BOOKS
PRESCRIPTION BOOKS

LIBRARY SCRAP BOOKS
With Pockets for Filing
GUMMED STUB FILES
BINDERS: SPRING BACK
AND NEEDLE
BILL HOLDERS

EXPENSE BOOKS (Spears')
BACKGAMMON BOARDS
CHESS AND CHECKER BOARDS
ROYAL IVORY
TOILET AND MANICURE SETS
ETC., ETC.

PATENTED.



Made in two sizes: large size 5 in. high by 8½ in. long; small size, 3½ inches high by 6 in. long.

UPTODATE Calendar

The one only new thing in the world of calendars. The only practical Desk Calendar. A red line mechanically cancels past dates, but still shows the relation to the days past and to come, to the present indicated date. (Can be used from year to year. It finds a ready sale wherever displayed. Made in "Leatherette," Genuine Leather, Quartered Oak, Solid Mahogany, and Brush Brass cases.

Write for price list and particulars.

IDEAL SPECIALTIES MAN'G CORP.
552 PEARL STREET NEW YORK, U.S.A.

Improved Superior Paper Fasteners are appropriately named. They ARE Superior to all others.




Double prongs prevent paper twisting. Prong houses protect fingers.

Actual Size

Send for samples and prices.

PHYSICAL CULTURE



The Leading Publication of its kind.

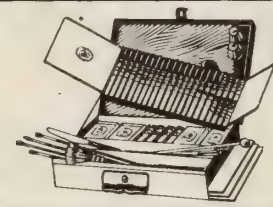
Edited by John Brennan.

On sale the 21st of each month from your News Company. Fully returnable within 60 days. Give it a display. Call your customers' attention to it and they will not want to be without it.

Advertising matter furnished on request.

PUBLISHED BY
PHYSICAL CULTURE PUBLISHING CO.
FLAT IRON BUILDING NEW YORK

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON CO
ESTD. 1842. MONTREAL.



TOYS

Manufactured by **THE WILKINS TOY CO.**
KEENE, N.H., U.S.A.

Represented by
RIEMANN, SEABREY CO., 11-15 Union Square W., New York



WHEN we announce that the "Van Dyke" Is the Best pencil we have produced, every stationer knows that it must be one of exceptional merit.

Fifty years of experience, coupled with the best efforts of our chemical laboratory in the conduct of varied and prolonged experiments to provide what is essential in a lead we would call "our best," have resulted in the "Van Dyke."

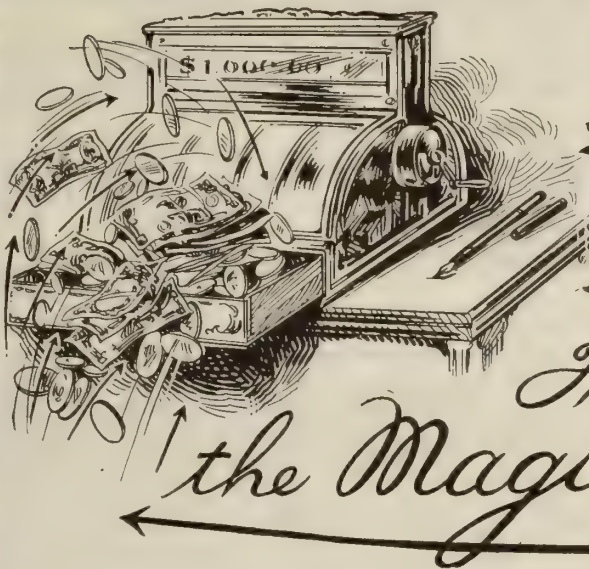
Absolute smoothness, an unvarying texture and a wear-resisting durability—elements so necessary in the ideal drawing lead, have been developed to an unusual extent, and the "Van Dyke" will more than satisfy the most critical of professional and technical users.

No. 600 "Van Dyke" is Hexagon Shape, Yellow Polish, with lead in the following degrees: 6B, 5B, 4B, 3B, 2B, B, HB, F, H, 2H, 3H, 4H, 5H, 6H, 7H. Quality and Accuracy of Degree of Lead Guaranteed.

We shall be glad to submit samples and interesting prices to the trade upon request.

EBERHARD FABER - - - NEW YORK

Made in America by
The Oldest Lead Pencil Factory in America



MAKE
FOUNTAIN
PEN PROFITS
WITH
The Pen with
the Magic Button

Simple, Satisfactory, Material and Workmanship
absolutely guaranteed

THE "A.A." FOUNTAIN PEN

always ready for service.



**DIP IN THE INK, TWIST THE BUTTON,
IT'S FILLED.**

There is at least one pen point to suit every customer in each of our assortments of self-fillers, lower-end joint, middle joint, and safety fountain pens. Attractive display cases free. Write to your local jobber or to us for prices and trade discounts on this



PROFITABLE LINE

Arthur A. Waterman & Co.

Established 1895

22 Thames Street New York City

Not connected with the L. E. Waterman Company

THE TOY AND FANCY GOODS TRADER

THE PAPER THAT GETS RESULTS

No Canadian store should be without a copy. Brim full with trade information, items of interest and articles of considerable help to you in your business.

SUBSCRIBE
TO-DAY

Per Year

\$1.25

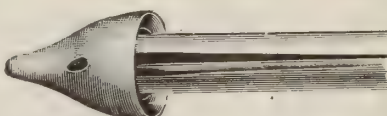
Post Free

SEND FOR
SPECIMEN COPY

The Toy and Fancy Goods Trader, 40-43 Fleet Street, London, E.C.

PARAGON PEN BRUSH

No. 80



Paragon Rubber Fountain Marking Pen is the best Marking Pen or Brush ever invented for making card board signs and marking cartons and shipping packages, and for School Work.

The principal feature is the uniform mark. No different line or mark can be made.

Retails for 10 cents. Can be ordered through any Canadian jobber.

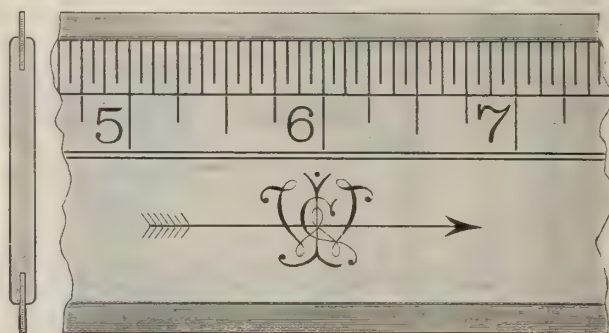
Manufactured by

FRANK A. WEEKS MFG. CO.

93 John Street, New York.

Manufacturers of

Paragon Slide Cover Inkstands, and other Specialties.



No. 1733 Transparent Edges.

See Our Catalogue No. 42.

WESTCOTT-JEWELL CO., SENECA FALLS, N.Y., U.S.A.

TUCK'S

TRADE MARK

XMAS CARDS
CALENDARS
POST CARDS
BIRTHDAY CARDS
BLANK CARDS
JUVENILES
TOY BOOKS
PICTURES
ETC.

They are the MOST
WELCOME, ARTISTIC
and UP-TO-DATE

Every "TUCK" Card and other publication
bears the name of the firm and our "Easel &
Palette" Trade-Mark. DO NOT BE MISLED.
NONE GENUINE WITHOUT.

RAPHAEL TUCK & SONS CO. LIMITED
9 ST ANTOINE STREET
MONTREAL

Do Not Miss the
June Issue of
**The
Canadian Bookman**

BOOK YOUR SUBSCRIPTION
WITH YOUR BOOKSELLER

**50 Cents
a Year**

Keep Posted on New Books



Animal A.B.C. Toy Blocks

Most attractive sellers now on the market. Made up in boxes $6\frac{1}{2} \times 10\frac{1}{2}$ and $8\frac{1}{2} \times 14$. Each set is composed of 24 blocks of light wood covered on both sides with high-grade, 5 colors, lithographed pictures of gripping interest to the juvenile mind.

Write for prices and particulars.

FULTON SPECIALITY CO.

128 FULTON STREET :: ELIZABETH, N.J., U.S.A.

Highest Class
Wood Photo Frames
Made from All-wood
Mouldings
Beautifully Inlaid

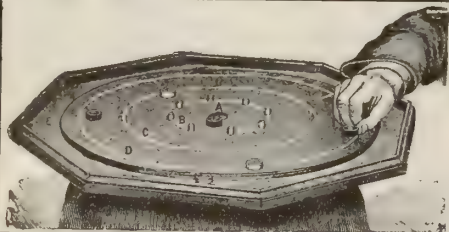
Messrs. Edward Mortimer

LIMITED

HALIFAX, ENGLAND

London Show Rooms, 34 Paternoster Row, London, E.C.

New Designs
for 1915



THE GAME OF CROKINOLE

The best finished board on the market at the price. 30 inches in diameter. Octagon shape. Hardwood, with veneer face, complete with men. Packed 1/2 doz. to crate. Price F.O.B. Factory \$8.00 dozen.

SELCHOW & RIGHTER CO., 620 Broadway, New York

WHY WAIT?

The Carbon Paper that the typist herself favors above all others is

"WHITEDGE EFFICIENCY"

The Profit is BIG—Consequently it deserves the best efforts of every retail stationer. Made only by H. M. STORMS CO., NEW YORK. Write Now—a post card will do—and get dealers' proposition with samples of this best of all carbon papers.

Canadian Distributors:

A. S. HUSTWITT CO., 44 Adelaide St. W., TORONTO

SEND FOR SAMPLES.
FREE TO DEALERS.

LOCAL VIEWS

441 BROADWAY, NEW YORK.

Postcards printed to order from 100 up. Your Building, Interior, Street Scenes, Churches, Factories, etc. 500% Profit. Write particulars, free samples. SPECIAL:—1000 Comics, Lovers, Mottoes, Birthday, Best Wishes, \$3.50, carriage charges prepaid. Agents wanted.

LOCAL VIEWS

WINNING THE BUYER'S FAVOR

THE best possible buyer is not made an actual buyer at a single step. It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.

Make Use of This Page for all Your "Wants"

BOOKSELLER & STATIONER, 143-153 University Avenue, Toronto, Ontario

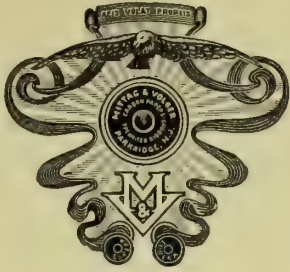
Enclosed find \$....., for which insert following advertisement in your "Want"

Ad. Page at 2c a word.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

Signed

Town Province



By Far the Most Prominent Typewriter
Ribbons and Carbon Papers To-day

MITVOL RIBBONS AND CARBONS

Just as the progressive stationer to-day selects the "standard" in other lines, so in typewriter ribbons and carbon paper he should invariably choose—The Mitvol Line, known and sought after the world over for its better quality, durability and economy. One of the big features of the Mitvol Line is that it not only wins new trade but holds the old with enthusiasm. There are excellent sales possibilities in pushing the Mitvol Line.

Write for dealer proposition and attractive advertising helps to-day.

MITTAG & VOLGER, Inc.

Principal Office and Factories: PARK RIDGE, N.J., U.S.A.

BRANCHES:

New York, N.Y., 261 Broadway. Chicago, Ill., 205 W. Monroe St. London, 7 and 8 Dyers Bldg., Holborn, E.C.

AGENCIES—In every part of the world: in every city of prominence.



LOCAL VIEW POST CARDS ADVERTISING POST CARDS

IN RUNS OF 1000

That's our specialty. As the only Post Card concern in the country devoting its entire effort and attention to one-thousand runs we offer you unusually satisfactory service, prompt delivery and best possible prices. Supplied in Black and White Photogloss and in our rich Autocolor.

Send to-day for samples and prices.
Jobbers wanted everywhere.

GILBERT POST CARD CO.

309 River Street

CHICAGO



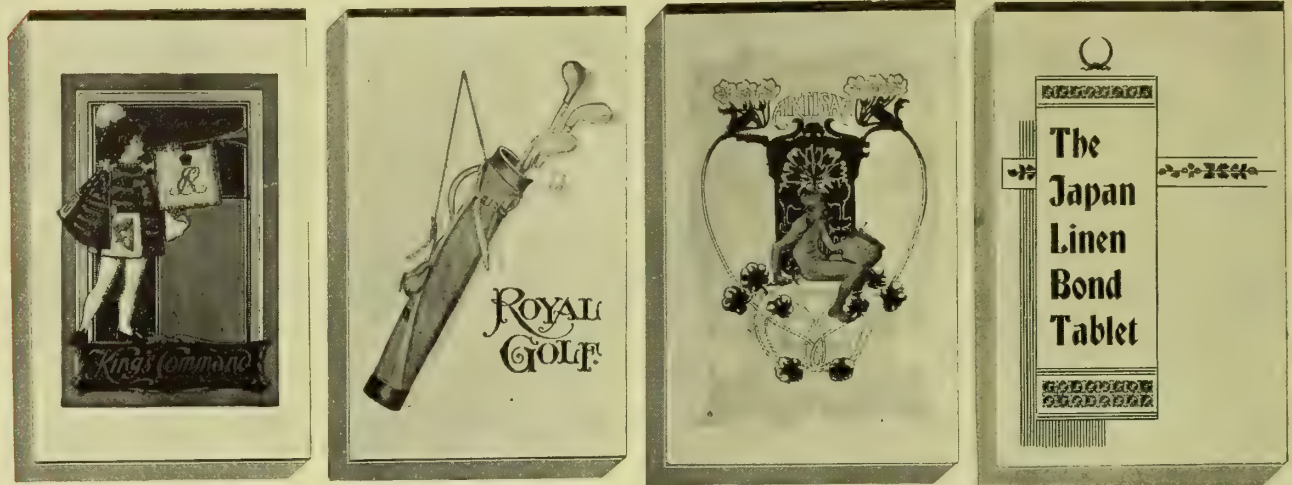
THE length of years which has
marked the successful operation
of the Crane Mills enables us to speak
of this period in century terms. The
triumph of this century of paper
making is

*Crane's
Linen
Lawn*

Eaton, Crane & Pike Co.

Pittsfield, Massachusetts

Toronto Office: 266-268 King St. W.



"MADE IN CANADA"

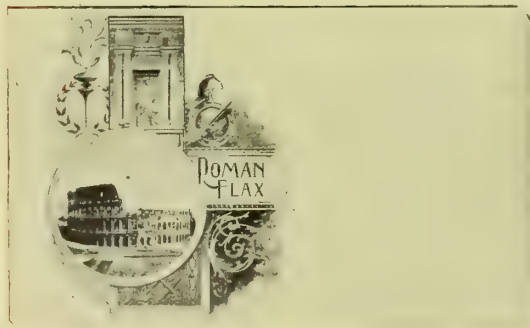
WRITING TABLETS

Seventy-five stock lines to choose from. Every quality of paper, striking cover designs. Why not have your own name or title on the covers? It lends an added value to your sales without extra cost. Let us explain to you our **Four Special Tablet Propositions**. They will increase your profits.

The first house in Canada to make writing tablets. Our line still leads.

EXAMINATION SUPPLIES

Examination Foolscap in Sheets, Tablets and Books. Graphical Solution Paper. Bookkeeping Examination Books. Samples and prices on application.



BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty years the recognized authority for those interests.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 143-153 University Ave. WINNIPEG, 34 Royal Bank Bldg. LONDON, ENG., 88 Fleet St., E.C.

VOL. XXXI.

PUBLICATION OFFICE: TORONTO, JUNE, 1915

No. 6

Commercial Safety, Ready to Write



Sales-Makers and Profit-Producers

Dealers handling fountain pens that give the best service, make the most sales. Sanford & Bennett Fountain Pens are made to sell — and made so well, they stay sold. Every S. & B. Pen is guaranteed to give perfect service and satisfaction to the user. When you handle

SANFORD & BENNETT Fountain Pens

you are selling quality pens that show you a liberal profit, yet the cost to the customer is less than competitors ask for inferior pens.

The exclusive features in S. & B. Commercial Fountain Pens and S. & B. Autopens, will put your pen department ten years ahead of competition.

*Write us for prices and discounts, and let us show you
the way to increase your fountain pen sales and profits.*

SANFORD & BENNETT CO.

51-53 MAIDEN LANE - - - NEW YORK

W. E. COUTTS, Canadian Sales Agent, 266 King St. West, Toronto



Sectional View of Commercial Safety

THE AUSTRALASIAN NEWS COMPANY

(Limited)

THE NEW ZEALAND NEWS COMPANY

(Limited)

PUBLISHERS' AGENTS

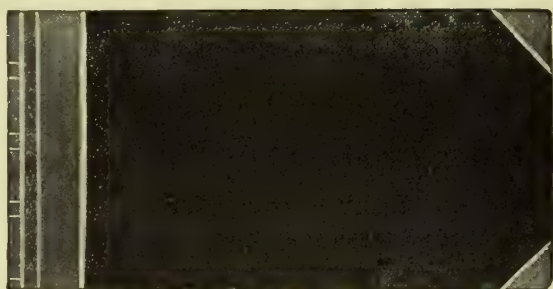
We beg to announce that the above News Agencies have now been in operation almost two years, supplying the news trade throughout the Commonwealth of Australia, including all of Tasmania and the Dominion of New Zealand, with English periodicals as well as Literature of all kinds. The Home Office of The Australasian News Company, Limited, is at 226 Clarence Street, Sydney, New South Wales, with branches at Melbourne, Victoria; Perth, West Australia; Adelaide, South Australia; Brisbane, Queensland, and The New Zealand News Company, Limited, at 150 Wakefield Street, Wellington, N.Z., supplying all the North and South Islands of New Zealand.

We are prepared to handle all English publications and anything in our line.

PUBLISHERS' AGENTS

Arrangements may be made through our Canadian agent, THE TORONTO NEWS COMPANY, LIMITED, 42 Yonge St., Toronto, Ontario.

THE NATIONAL LINE



BOUND BLANK BOOKS


THE well-known National Line of Blank Books covers the Commercial Stationer's requirements from pass books to 1,000-paged Full Bound Folios.

Especial attention is directed to the National Column Books (illustrated), Time Books, Manifold Order Books, and Special Printed Heading Books for special purposes.

Catalog No. 22 covers this expansive line. If you haven't one, send for a copy at once.

NATIONAL BLANK BOOK CO.
HOLYOKE, MASS., U.S.A.

TUCK's



They are the MOST WELCOME, ARTISTIC and UP-TO-DATE

Every "TUCK" Card and other publication bears the name of the firm and our "Easel & Palette" Trade-Mark. DO NOT BE MISLED. NONE GENUINE WITHOUT.

XMAS CARDS
CALENDARS
POST CARDS
BIRTHDAY CARDS
BLANK CARDS
JUVENILES
TOY BOOKS
PICTURES
ETC.

RAPHAEL TUCK & SONS CO. LIMITED
9 ST ANTOINE STREET
MONTREAL

Agriculture is a Dignified, Time-Honored Calling

It does not need a pile of money, but it does need a pile of pluck, patience and perseverance. Nowadays a farmer must be up-to-date. He is on the alert for anything new that will help his production. We take it for granted, Mr. Stationer, that you are, in the nature of your training, more enterprising than the farmer.

Has it never struck you that ordinary pastes and mucilages are out of date?
Have you ever stocked



GLUCINE?

It is a great adhesive. Never goes bad, never dries up, has no odor.

The 25-cent and 50-cent sizes have cap and brush and can be filled again and again, thus saving price of a mucilage pot. There is one hundred per cent. profit in it for you in gross lots.

GIVE GLUCINE A TRIAL.

The same factory turns out

Lyons Bank Wax

Perfumed Fancy Wax

Lyons Ink.

Parcel Wax

Bottle Wax

**THERE IS NO GAMBLING IN STOCKING THESE
ARTICLES—PLEASE SEND US YOUR ORDER—NOW.**

MENZIES & COMPANY, LIMITED

439 KING STREET WEST

∴

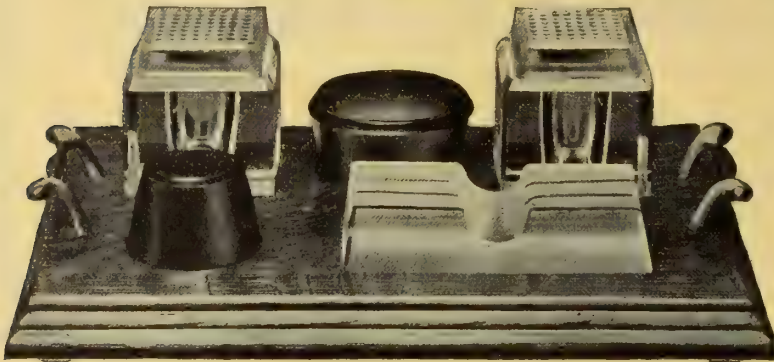
∴

TORONTO, ONTARIO

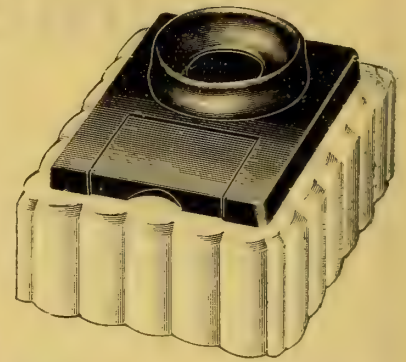
Sole Canadian Agents Lyons Ink Limited, Manchester, England

BROWN BROS., Limited, SIMCOE AND PEARL STREETS, TORONTO

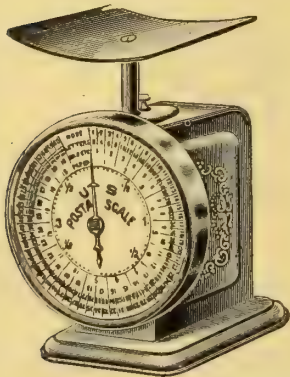
CANADA'S MOST COMPLETE STATIONERY HOUSE



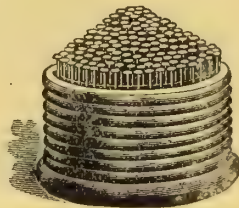
Special Lines in WOOD and METAL BASE INKSTANDS



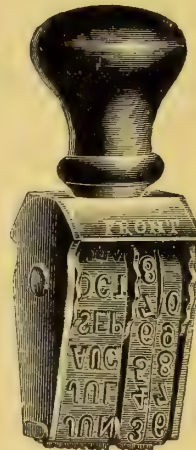
Good Assortment of PATENT and SAFETY INKBOTTLES



Complete Range of SPRING and BALANCE SCALES



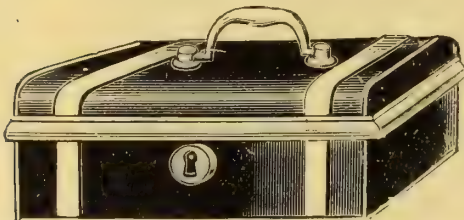
PYRAMID and BULK PINS, All Sizes



RUBBER DATING STAMPS, All Sizes



WIRE and WICKER WASTE and DESK BASKETS



Splendid Assortment of CASH, DEED, DOCUMENT and STAMP BOXES



STEEL PENS
Large Stock of All Standard Makes



O.K. and MCGILL'S FASTENERS and All Other Good Standard Lines



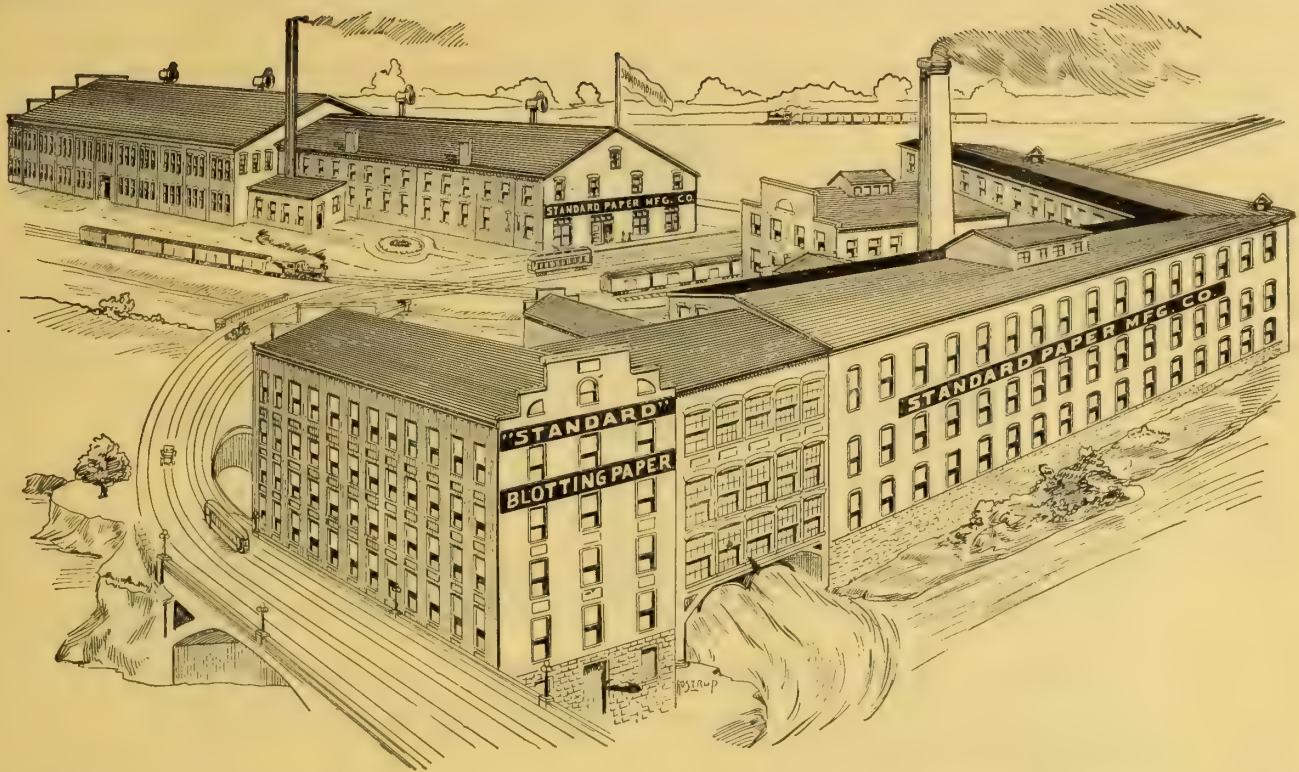
PAUL E. WIRT and A. A. Waterman FOUNTAIN PENS

Get Our Prices on Special Case Assortments.

SPECIAL LINES OF PENCILS MADE FOR CANADIAN TRADE

ROYAL ACADEMY DRAWING, All Grades.
AUDITOR, Hexagon, Colored Checking.

SILKO (Smooth as Silk) HB & H, with and without Rubber Tips.
BLACK WATCH, Round, Black Ink Checking.



Your customer's ideas of a Standard Blotting
are best expressed in

Standard Brands

Standard and uniform in quality. Standard
and uniform in price.

Made from selected cotton stock with smooth
firm finish and various shades.

Make your choice of the following lines and
stock to-day.

"Standard," "Imperial," "Sterling," "Curi-
Curl," "Prismatic," "Royal Worcester," and
"Defender" (Enameled) Blottings.

Standard Paper Mfg. Co., Richmond, Va.

Largest Producers in the World of Fine Blottings



A Business Convention With A Spice of Good Fellowship

The Associated Advertising Clubs of the World will hold their
Eleventh Annual Convention in Chicago from June 20 to 24

The distribution problems of the fields represented by this publication and other trade and technical journals will receive particular attention.

This convention will surpass those of previous years in size, in thoroughness, in scope and in results. The great war has broken down walls and built new ones. It has rearranged existing markets and has created new ones. The problem constantly before every wide-awake business man is, "How can I meet new conditions; how can I profit by them?"

These questions will be discussed from every one of their thousand and one angles by some of the brainiest merchandising men in the country. They will be analyzed in the broad sense in the general discussions and in detail in each of the various departmental meetings.

The convention won't be all work and no play. The lighter side of life, social frivolity, won't be neglected, but won't be over-worked. Good fellowship and a spirit of jovial comradery have

always been an important part of our conventions.

There will be entertainments, shows, pageants, receptions, auto drives, lake trips, and luncheons and shopping visits to the famous State Street shops for the ladies. Bring your wife, daughters and sisters. The programme has been arranged so that visitors can combine education with recreation.

President Wilson, conditions permitting, will head a notable array of speakers. Hon. W. J. Bryan, John Fahey, Henry Waterson, George Horace Lorimer, and Arthur Brisbane will be among the others heard.

Remember the date—June 20-24, the place—Chicago, and be there.

For special information, address the Convention Bureau, Advertising Building, 123 Madison St., Chicago.

Bookseller and Stationer, 143 University Ave., Toronto

MONTREAL WINNIPEG BOSTON NEW YORK CHICAGO LONDON, ENG.

The finest of Correspondence Papers



I N the refinement of their writing surface, in the feeling of quality, strength and general tone,

Copp's Fine Linen and Copp's Kid Finish

have achieved the final perfection of correspondence papers of good taste.

Made in three sizes: Salisbury, Regina, Louvain. Cost \$2.50 a ream for the paper, \$5.00 a thousand for the envelopes:

Dealers are supplied with beautiful settings for window or showcase displays with every original purchase—without charge. Or, if preferred, a splendid electric flash sign.

Why ask your customers to pay the duty on foreign papers when Copp's Fine Linen and Kid Finish offer them the finest in Correspondence Papers of good taste?

Write to-day ordering at least a small shipment—and those attractive display features.

The Copp, Clark Co., Limited

Offices and Warehouse, 517 Wellington Street West, Toronto



Animal A.B.C. Toy Blocks

Most attractive sellers now on the market. Made up in boxes $6\frac{1}{2} \times 10\frac{1}{2}$ and $8\frac{1}{2} \times 14$. Each set is composed of 24 blocks of light wood covered on both sides with high-grade, 5 colors, lithographed pictures of gripping interest to the juvenile mind.

Write for prices and particulars.

FULTON SPECIALITY CO.

128 FULTON STREET ./. ELIZABETH, N.J., U.S.A.



GOODS IN SEASON

Ice Cream Pails
Paper Drinking Cups
Paper and Wooden Picnic Plates
Tissue Napkins
Waxed Paper Lunch Wraps
Picnic Sets containing Paper Table Cloth,
Napkins, Etc.

Things that tend to make the outing lunch
more appetizing and lighten the load.

All of these goods should be stocked at once,
as there is sure to be a steady demand through-
out the Summer months.

ORDER EARLY
while our stock is complete.

QUALITY THE BEST.

SMITH, DAVIDSON & WRIGHT
LIMITED
Manufacturing Stationers and Paper Dealers
VANCOUVER and VICTORIA, B.C.



Where social standards
are highest you will find
in use quantities of

*Crane's
Linen
Lawn*

Eaton, Crane & Pike Co.
Pittsfield, Massachusetts
Toronto Office: 266-268 King St. W.



Esterbrook

Pens

250
styles

ESTERBROOK & CO'S
RELIEF

Ask
your
stationer
**Esterbrook's
Relief No. 314**
is an extraordin-
ary pen that ad-
justs itself to any
desired slant and writes
smoother than the old
goose quill. Made of special
alloyed metal — won't corrode
—and finished like a gold pen.

SEND 10c. for useful metal box containing 12 of our most
popular pens, including the famous Falcon 048.
Write for illustrated booklet.

Esterbrook Pen Mfg. Co.
New York Camden, N. J.
BROWN BROS. LIMITED, Canadian Agents, Toronto

Made in Canada

This alone will sell the well known,
satisfactory



CARTER'S INKS

in these times when people
are patronizing home indus-
tries.

Carter's Inks are scientific-
ally made from the best raw
materials obtainable.

No. 11

The Carter's Ink Co.

356 St. Antoine St. :: MONTREAL

BUYERS' GUIDE

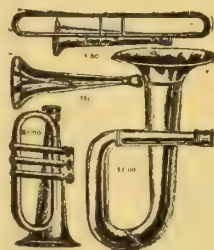


**MADE
IN
CANADA**

ADDING MACHINE ROLLS

More profit for the dealer.
Write us for samples and prices.

MONARCH PAPER CO., Limited
Manufacturers 419 King St. W., Toronto



You Can Sell Sonophones

And add big profits to your toy or musical departments. Anyone can play them, children or grown-ups. Have our representative call.

Sonophone Co., 338 Broadway, New York
L. G. BEEBE, Canadian Representative
53 Yonge St. Toronto

LOOSE-LEAF METALS

De Luxe Line Metals are used in every civilized country in the world. We make all kinds. Write for Catalogue No. 32.

WILSON-JONES LOOSE LEAF CO.
CHICAGO NEW YORK

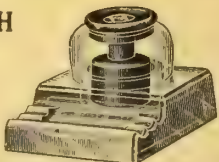
Gaspey-Otto-Sauer GRAMMARS

German — Spanish — Italian — French
ALWAYS IN STOCK

WYCIL & COMPANY

83 Fulton Street New York
Liberal Discounts

THE SENGBUSCH SELF-CLOSING INKSTAND



Appreciated and used wherever economy, cleanliness and good work are desired. Thousands in daily use everywhere. Unexcelled for business or home use. Sell quickly. Good returns. Write to-day.

Sengbusch Self-Closing Inkstand Co.
200 Stroh Building Milwaukee, Wis.

ART SUPPLIES.

Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.

BLOTTING PAPERS.

The Albemarle Paper Co., Richmond, Va.
John Dickinson & Co., Montreal.
Dawson & Sons, W. V., Montreal.

BLANK BOOKS.

Boorum & Pease Co., Brooklyn, N.Y.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
National Blank Book Co., Holyoke, Mass.
The Copp, Clark Co., Toronto.

CHRISTMAS AND PICTURE POST CARDS.

Dow & Lester, Foresters Hall Place, Clerkenwell Rd., London, E.C.
Alfred Guggenheim, 529 Broadway, N.Y.
Birn Bros., 266 King St. W., Toronto.
Menzie & Co., Toronto.
Packard Bros., 329 Craig St. W., Montreal, Que.
Valentine & Sons, Toronto and Montreal.
T. J. Wright & Sons, Ltd., Blackhorse Lane, Walthamstow, London.
Samuel A. C. Todd, 26 Bothwell St., Glasgow, Scotland
Raphael Tuck & Sons Co., Ltd., 9 St. Antoine Street, Montreal.

CODE BOOKS.

The American Code Co., 83 Nassau St., New York.

CRAYONS.

American Crayon Co., Sandusky, Ohio.
Binney & Smith, New York.

EMBOSSING.

Standard Embossing Co., 36-38 Lombard St., Toronto

ENVELOPES.

Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.

FANCY PAPERS, TISSUES AND BOXES.

Dennison Mfg. Co., Boston.
Menzie & Co., Toronto.
A. R. MacDougall & Co., 266 King St. W., Toronto.

FOUNTAIN PENS.

Arthur A. Waterman Co., Ltd., New York.
Mable, Todd & Co., Toronto.
Sanford & Bennett Co., 51-53 Maiden Lane, New York.
A. R. MacDougall & Co., 266 King St. W., Toronto.
Paul E. Wirt Co., Brown Bros., Ltd., Toronto, Canadian Agents.

INKS, MUCILAGE AND GUMS.

Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Stephens' Inks, Montreal.
S. S. Stafford Co., Toronto.
"Gloy," A. R. MacDougall & Co., 266 King St. W., Toronto.
"Glucine," Menzie & Co., Limited, 439 King St. W., Toronto.

INDELIBLE INK.

Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.
H. C. Stephens, London, Eng.

INKSTANDS.

The Sengbusch Co., Milwaukee.

THE FAULTLESS LINE OF LOOSE LEAF METALS

Most complete line of Ledger, Sectional Post, Solid Post and other Loose Leaf Metals.

On request to-day our Catalog GC and special proposition.

STATIONERS LOOSE LEAF CO.

342 Broadway - Milwaukee, Wis.
203 Broadway - New York City

HOGGSON TIME STAMPS

Time Every Act, Operation or Transaction



In Successful Daily Use
Since 1889

PRICE:
\$5.00, \$10.00, \$15.00

GUARANTEED

S. H. HOGGSON & CO.

Thames Building
NEW YORK

Standard Commercial Works

CANADIAN CUSTOMS TARIFF
HAND BOOK. Enlarged and revised
to date.Price, \$1.00

MATTE'S INTEREST TABLES at 4
to 10 per cent.Price, \$3.00

MATTE'S INTEREST TABLES at 3
per cent.Price, \$3.00

HUGHES' INTEREST TABLES and
book of days combined, at 3 to 8 per
cent.Price, \$5.00

HUGHES' SUPPLEMENTARY IN-
TEREST TABLESPrice, \$2.00

HUGHES' INTEREST TABLES at 6
and 7 per cent., on folded card,
Price, \$1.00

HUGHES' SAVINGS BANK INTER-
EST TABLES, at 3 or 3½ per cent.,
each on separate card.Price, \$1.00

BUCHAN'S STERLING EXCHANGE
TABLESPrice, \$4.00

BUCHAN'S STERLING EQUIVA-
LENTS AND EXCHANGE TABLES.
Price, \$4.00

BUCHAN'S PAR OF EXCHANGE
(Canadian) Mounted on card. Price, 35c

THE IMPORTER'S STERLING AD-
VANCE TABLES. From 5 to 100 per
cent. advancePrice, \$2.00

IMPORT COSTS. A new Advance
TablePrice, \$1.50

THE IMPORTER'S GUIDE. Advance
TablesPrice, 75c.

A complete catalogue of all the above pub-
lications sent free upon application.

Morton, Phillips & Co.

PUBLISHERS

115 Notre Dame St. West MONTREAL

N.B.—The BROWN BROS., Ltd., Toronto, carry
a full line of our publications.

BUYERS' GUIDE

LEAD AND COPYING PENCILS.

American Pencil Co., New York.
A. R. McDougall & Co., 266 King St. W., Toronto.

LOOSE LEAF BOOKS, BINDERS AND HOLDERS.

The Brown Bros., Ltd., Toronto.
Boorum & Pease Co., Brooklyn.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Copp, Clark Co., Toronto.
National Blank Book Co., Holyoke, Mass.
Smith, Davidson & Wright, Ltd., Vancouver.
Samuel C. Tatum Co., Cincinnati.
W. J. Gage & Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

LEATHER AND FANCY GOODS.

Brown Bros., Ltd., Toronto.
Warwick Bros. & Rutter, Toronto.

MAP PUBLISHERS.

Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

METAL PARTS FOR LOOSE LEAF BINDERS.

Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

NEWS COMPANIES.

Imperial News Co., Montreal, Toronto, Winnipeg.
Toronto News Co.
Montreal News Co.
Winnipeg News Co.

PAPER FASTENERS.

Ideal Specialties Mfg. Corp., 552 Pearl St., New York City.

PAPETERIES AND WRITING PAPERS.

W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Brown Bros., Ltd., Toronto.

Warwick Bros. & Rutter, King St. and Spadina Avenue, Manufacturing Stationers, Toronto.

W. J. Gage & Co., Ltd., Manufacturing Stationers, Toronto.

The Copp, Clark Co., Toronto.

Buntin, Gillies & Co., Hamilton.

Eaton, Crane & Pike, Pittsfield, Mass.

A. R. McDougall & Co., 266 King St. W., Toronto.

PHOTO MAILERS.

Thompson & Norris, Brooklyn, N.Y.

PLAYING CARDS.

Goodall's English Playing Cards, A. O. Hurst, Scott St., Toronto.

Consolidated Lithographing and Mfg. Co., Ltd., Montreal.

U. S. Playing Card Co., Cincinnati, O.

PICTURE FRAMES.

Matthews Bros., Ltd., 788 Dundas St., Toronto.

PICTURE POST CARDS.

Dow & Lester, Foresters Hall Place, Clerkenwell Rd., London, E.C.

Gilbert Post Card Co., 54 W. Lake St., Chicago.

Birn Bros., 266 King St. W., Toronto.

Valentine & Sons Publishing Co., Montreal.

T. J. Wright & Sons, Ltd., Blackhorse Lane, Walthamstow, London.

Raphael Tuck & Sons, Ltd., 9 St. Antoine St., Montreal.

SHEET MUSIC.

Anglo-Canadian Music Pub. Assn., 144 Victoria St., Toronto.

McKinley Music Co., 1501-15 East Fifty-Fifth St., Chicago.

STATIONERS' SUNDRIES.

Brown Bros., Ltd., Wholesale Stationers, Toronto.

The Copp, Clark Co., Wholesale Stationers, Toronto.

W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.

W. J. Gage & Co., Wholesale Stationers, Toronto.

Warwick Bros. & Rutter, Wholesale Stationers, Toronto.

A. R. McDougall & Co., 266 King St. W., Toronto.

Buntin, Gillies & Co., Hamilton.

STORE FIXTURES.

Oscar Onken Co., 262 Fourth Ave., Cincinnati, Ohio.

STEEL WRITING PENS.

John Heath, 8 St. Bride St., E.C., London.

Hinks, Wells & Co., Birmingham, Eng.

Spencerian Pen Co., New York.

Esterbrook Pen Co., Brown Bros., Ltd., Toronto, Canadian Representatives.

A. R. McDougall & Co., 266 King St. W., Toronto.

STENCIL BOARDS.

The M. J. O'Malley Co., Springfield, Mass.

TALLY CARDS, DANCE PROGRAMMES.

The Chas. H. Elliott Co., North Philadelphia, Pa.

The Drysdale Co., Chicago.

Verdier, Ltd., 18 Christopher St., London, E.C.

Warwick Bros. & Rutter, Toronto.

TYPEWRITER RIBBONS AND CARBONS.

Peerless Carbon Co., Toronto.

Mittag & Volger, Park Ridge, N.J.

The A. S. Hustwit Co., Toronto.

J. A. Heale & Co., 96 John St., New York.

TOYS.

Faudels, Limited, Newgate St., London, Eng.

TOY MARBLES.

The M. F. Christensen & Son Co., Akron, Ohio.

Akro Agate Co., Clarksburg, West Va., U.S.A.

WALL PAPERS.

Buntins, Ltd., Toronto.

STANDARD COMMERCIAL PUBLICATIONS.
Barton, Phillips & Co., Montreal.



1 DOZEN of the newest arrival in Trussell Loose-Leaf Memos to retail at 25c. each for **\$1.90**

Put up in boxes each containing 1 dozen No. 04416F, end open, 40 faint ruled sheets, 2½ x 4½ inches.

Covers bound in black cloth, flexible.

Extra sheets, 12 fillers in a box, punched with 3 holes to interchange with other books.

Re-fills sell at 10c—cost dealer 5c, or \$4.00 a hundred.

Cheapest Split-Ring Memo Ever Made—Perfectly Flat Opening.

Write

for a

Sample

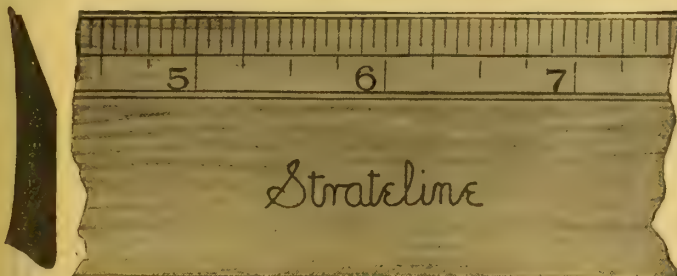
Dozen

as a

Trial

Order.

A. R. MacDOUGALL & CO., 266 KING ST. WEST, TORONTO, ONTARIO. CANADIAN REPRESENTATIVES

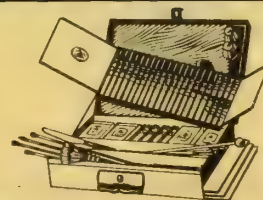


No. 204. Selected Maple, fitted with our smooth steel ruling and cutting edge and having a concave back so that only the heel and toe strike the paper.

Order early and avoid the September rush.

WESTCOTT-JEWELL CO., SENECA FALLS, N.Y., U.S.A.

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON CO
ESTD. 1842. MONTREAL.

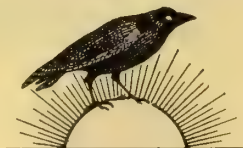
Writing Pads Blank Books Envelopes Office Supplies

Our line is complete.
We can supply you
with whatever you
may desire at favor-
able prices.

We carry a large
stock of all lines and
you can depend upon
prompt shipments.

Send us your order
and see how you like
the service we give.

Large or small, your
order will receive
immediate attention.



W. V. Dawson

LIMITED

Montreal

Toronto

Winnipeg

HIGGINS' TAURINE MUCILAGE



THE demand for a clean, tenacious and pure mucilage, secure against the corrosive influences affecting the average product in this line, induced us to put upon the market Higgins' Taurine Mucilage. It avoids the defects of the cheap and nasty dextrine and the dear and dirty gum mucilages. It is stronger, catches quicker and dries more rapidly than any other mucilage, and is perfectly clear, clean, non-corrosive, non-sedimentary and pleasant to sight and scent.

It is put up in both bottles and safety shipping cans, and will be found not only convenient for use, but entirely satisfactory so far as its working qualities are concerned. It will please your trade.

HIGGINS' AMERICAN DRAWING INKS
BLACKS AND COLORS

The Standard Liquid Drawing Inks of the World

CHAS. M. HIGGINS & CO., Manufacturers
NEW YORK CHICAGO LONDON
Main Office and Factory, BROOKLYN, N.Y., U.S.A.

Stafford's Inks

Mucilages and Paste
are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

The Publisher's Page

By F.I.W.

Does This Strike You?

¶ There is food for serious reflection on the part of every advertiser in the message to retailers in a panel on another page with the heading, "Where Do You Stand?"

¶ Some advertisers consider that the chief end of publicity in a trade medium is to keep the name before the public and thus maintain prestige. Just a little thought will convince these advertisers that they can do this more effectively by having, in every issue, a new message of news interest to the retailers.

¶ They will soon find that the *selling force* of their advertisements, if convincingly presented, will soon outweigh the benefit of the mere sign-board element of such publicity.

¶ Keep your goods and your service in the limelight through Bookseller and Stationer—the paper the live retailers find necessary.

¶ We employ advertising experts to plan and write your advertisements. The head of the Ad-Service Department has had several years' practical experience with a large retail establishment. This service is gratis and is included in all regular advertising orders.

¶ The most natural, economical and effective way of reaching the real buyers in the worth-while stores is the representative trade paper in any particular field.

BOOKSELLER & STATIONER

143-153 UNIVERSITY AVENUE, TORONTO, CANADA



"SOMEWHERE IN AFRICA"



This photograph was taken in German East Africa, the arrow indicating the first man (a volunteer from one of our Indian branches) to reach the trenches out of Dickinson's contribution to the firing line (some four hundred men). With acknowledgments to the London Daily Mirror.

John Dickinson & Company, Limited

Paper Makers for Over One Hundred and Ten Years
Owners of the largest Stationery Factory in the World.

MONTREAL
216 Lemoine Street

TORONTO
77 Wellington St. West



Certain Trade Reforms are Required

Interesting Sidelights in Conditions in Various Parts of Canada Thrown by Reports From Representative Booksellers and Stationers.

RECENTLY the editorial department of Bookseller and Stationer sent out in a form sheet to subscribers with numerous questions affecting the trade. The replies received throw an interesting light on conditions in the book and stationery business in the different parts of Canada, providing a rich fund of information for this and succeeding articles which will appear in Bookseller and Stationer. G. A. Nixon, who has been a retail stationer in Edmonton, Alberta, for the past seven or eight years, in the space provided on the form for general suggestions and criticisms, wrote as follows: "The stationery business is very badly cut up here in Edmonton. Everybody is selling stationery and the department stores are cutting the life out of us. There does not seem to be much encouragement for a man who has grown up with the line to stay with it, especially out here. School supply goods, such as inks, pens, pencils, scribblers, note books and drawing books are all let out by contract and while most of the local stationeries tendered in 1914, most of the orders went out of the city. In fact, some of it went to the Old Country to a firm of pencil manufacturers. These outside prices were very little lower than those quoted by some of the local houses and in some cases, not as low. Then again, the Public Library buys direct from the Toronto wholesalers and the local men do not get one cent out of it. These orders run into hundred of dollars a year. I think it needs some Association work to be brought to bear on all these matters to put them right. I have spent the last twelve years in the stationery business and I will declare that I am going to give it up and try something else, as the line is so badly cut up, especially here in the west. All the hotels in the west and all the cigar and tobacco stores in the west carry magazines, and ladies here think nothing of entering a cigar store for magazines, a thing which years ago no lady would think of doing."

Answering the question as to which articles appealed to him most in Bookseller and Stationer, Mr. Nixon replied: "I read it from cover to cover, even all the advertisements." Other replies entered by Mr. Nixon show that he sells office furniture, takes orders for printing, engraving, embossing and has outside salesmen selling these lines. There is no circulating library in the Nixon store, nor are sporting goods, artists'

RESOLUTION OF A. LIVE WIRE

"There is a dollar for every penny," was an epigrammatic statement I read the other day. "Don't chase the penny, chase the dollar." I have resolved that this year and in the future I shall give more of my attention to the bigger things in the store and hand over much of the detail work that I have been doing in the past to the clerks. I have discovered that I can make more money by giving more attention to the buying public who come into the store and by showing and explaining to them the new goods that arrive from day to day, than I can by rearranging boxes during business hours, and hunting up empty cases for delivery purposes. In future junior clerks are going to be responsible for this sort of work, while the head clerks and myself pay more attention to the actual SELLING of goods. While I am firmly resolved to hang on to all the pennies, I am going after the dollars more strongly this year.—A.L.W.

supplies, wallpaper, pictures, or cameras and photo accessories sold there.

G. A. Watson, a new subscriber in Humboldt, Sask., a town of 2500 people wrote that he was especially interested in the paragraphs appearing in Bookseller and Stationer dealing with new books and expressed a desire to see the subject of circulating libraries in book stores discussed in an early issue. Answering specific questions he stated that he specializes in copyright novels, conducts a circulating library, sells magazines, newspapers, post cards, novelties, sporting goods, cameras and supplies, takes orders for developing and printing, sells musical instruments, phonographs, wallpaper, toys and picture books and finds it profitable to include in his stock a line of seeds, both in bulk and packages. He does not however, sell artists' supplies, sheet music or take orders for picture frames. He stated that he was influenced in his buying by the contents of Bookseller and Stationer.

"I always find something that appeals to me in Bookseller and Stationer," wrote M. G. Brimacombe Bros., Vermilion, Alberta, a town of 2,000 population. They have subscribed for Bookseller and Stationer for the past seven years and express their satisfaction with the service that is given. Mr. Brima-

combe said that he found that the information contained in Bookseller and Stationer an influence in his buying and especially desired to see school book questions discussed in future issues. This firm pays particular attention to the book department. They have a circulating library, sell magazines and newspapers and in books as well as stationery, they buy certain lines direct from firms in England and United States. This firm sells picture postcards, sporting goods, artists' supplies, music, musical instruments, including phonographs, but do not sell cameras or supplies, pictures, wallpaper, toys or novelties. Nor do they conduct a printing department or take orders for printing, engraving, or embossing. Theirs is the only book and stationery store in Vermilion but two drug stores there sell books and stationery.

J. H. Chapman, (formerly H. P. Chapman & Son) of Ripley, Ontario, has been on Bookseller and Stationer's subscription list for over 20 years and expresses satisfaction with the service that is given. It may be noted that chinaware, go-carts and carriages, leather goods and brass goods are sold in the Chapman store as well as wallpaper, pictures, cameras and supplies, sporting goods, artists' supplies, sheet music and musical instruments. This firm also conducts a circulating library. Ripley has 600 population.

Answering the question as to what topics they would like to see discussed in future issues of Bookseller and Stationer, F. W. Mosher, book steward of the Book Room, Halifax, N.S., submits the question as to whether clergymen, and teachers should receive special rates or discounts on purchases. In this connection Bookseller and Stationer would like to receive letters from different dealers expressing opinions on this point and especially from booksellers who have discontinued allowing such discount as to the effect this has had on their business.

Answering the question "Does the information contained in Bookseller and Stationer influence your buying?" Mr. Mosher said: "We depend largely on your journal in buying new fiction."

As to the advisability of reorganizing the Booksellers' Association, he said: "We have not realized the value or need in our particular business of a Booksellers' Association, or other organization."

(To be continued next month.)

Valuable Examples of Good Window Display

Store Windows Form Great Medium for Keeping up Faith of Public in Prestige of a Retail Concern—Importance of Seasonable Displays.

IT should be the constant concern of every merchant to keep his store fully abreast of the times and the windows are probably the best medium of convincing the public that a store is fully abreast of the times. New ideas in arrangement and constantly varied merchandise displayed will keep up the faith of the public in this regard.

Dealers who have been content to go along in a rut for years, displaying in season and out the same conventional offerings, should awake to their opportunities and by means of novel and practical displays so pique the curiosity of passers-by that their windows will become the mecca of those in search of the most up-to-date articles in the stationery line. They could not do better than follow in the footsteps of the house of Dennison, long noted for the attractive manner in which it makes its appeal to the public. It not only gives the public what it wants, but is several months ahead, and tells it what it ought to want.

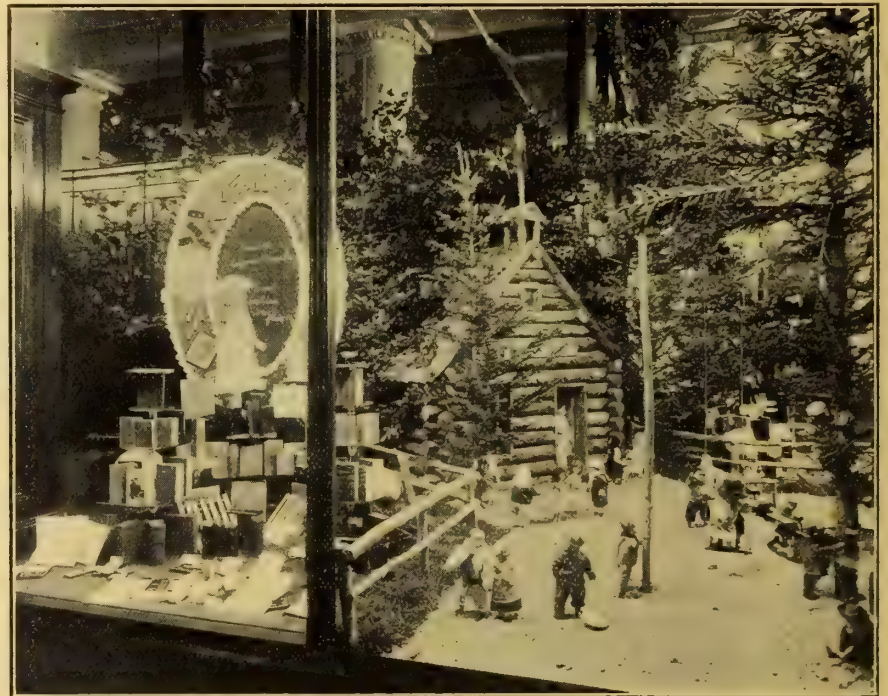
The window of this company's downtown New York store should be an inspiration to the stationer in either city or country. From the same basic foundation could be evolved the most elaborate display suitable for the metropolis, or the far simpler, but equally practicable small-town stationery window. In the centre of the display is a large white card called the "Directory," which reads as follows:

"Dennison's Directory. Every article listed on this card is used somewhere in this window. Find it by number. 1. Gum patches. For reinforcing loose-leaf pages. Every office needs a box. 2. Key tags. Ever try ten keys before you found the right one? The tag saves time and trouble. 3. Sealing wax. For the writing-desk. Individuality in personal correspondence. 4. Handy package tags. Put tags on articles when laying them away. Home efficiency. 5 and 6. Gummed cloth tape and adhesive transparent tape. The mending brothers who want to work for you in office and home. 7. Handy box. A lot of handles under one roof. 8. Paper napkins. Home and office. Keep down the laundry bills. Use them for breakfast, lunch and festive occasions. 9. Dennison's crepe. It's paper, but it looks like satin. 10. Decorative crepe-paper. Designs for every holiday and season."

Grouped throughout the window are little heaps of the stationery articles mentioned in the directory. Each has

in the centre of it a card, with a number corresponding to the one on the directory, and each small card refers the beholder to the directory card for full information. In this way, no matter on what number the eye first chances to light, it is natural to turn to the directory; and conversely, when the gaze strikes the directory, one refers to the particular small card to see the sample of the goods described. Card No. 1 (and all the rest are similar) reads as follows:

Groups 5 and 6, shown together, disclose a number of boxes of adhesive tape, the ends of which project through a slit in the box and fall upon and are attached to a piece of red cardboard, enabling their color (black, brown and white) and their width to be plainly seen. A piece of the transparent tape is shown binding up a torn stenographic blank leaf, and a piece of the stout gummed cloth is used to bind the back of a book.



View of the Elaborate Display Introducing School Supplies Shown in Big Corner Window of the Hudson's Bay Company's Store of Calgary.

"No 1. The directory card in the window tells you more about it."

Group 1 shows a loose-leaf ledger sheet, reinforced by a dozen gum patches of different sizes and shapes.

Group 2 shows boxes of key tags; also several of the metal-rim tags with key attached, and directions written on the card in ink: "Storeroom," "Front hall," etc.

Group 3 shows a blotting-pad of dark green, with complete brass writing-set—stamp-box, pen-tray, ink-bottle, blotter, etc. In the centre reposes an envelope, sealed with green wax, and stamped with a monogram die, which lies close by. In a small box are a half-dozen sticks of sealing-wax of assorted colors.

Group 4 discloses several packages wrapped in stout wrapping-paper and tied with heavy twine, to which are attached package tags reading "Christmas ornaments," "Odds and ends of linen," etc.

Group 7 is a box of "handy articles." Packed in neat little compartments in the box are paper-clips, twine, tube of library paste, key tags, gummed labels, gum patches and rubber bands.

Group 8 is arranged in one of the back corners of the window, and consists of packages of the paper napkins, wrapped in onion-skin paper, through which can be seen the flower design stamped upon each set.

Group 9 consists of flat rolls of the plain crepe-paper in various brilliant hues.

Group 10 shows flat rolls of decorative crepe-paper, with designs appropriate for each holiday—turkeys for Thanksgiving; Santa Claus for Christmas; eagles for Fourth of July, etc.

The window has always in front of it an interested crowd, and is so practicable and capable of so much variation that it will pay every stationer to make a careful study of it.

That School Opening Window

How Much Thought Have You
Given To It For This Year,
Mr. Dealer?

BOOKSELLER and Stationer is fortunate this month in being able to reproduce two views of a school opening window display which was used to good purpose in the Calgary store of the Hudson's Bay Company a year ago.

Examination of the two illustrations will show that the display occupied a corner window. These windows are of immense size and the effect of this striking

It does not do to leave considerations of this nature until the last minute, the last day or even the last week.

Now is the time to get ready so that the full business-creating power of the show window may be brought into play to contribute toward making the 1915 school opening trade the biggest and most profitable in the history of the business.

It should be borne in mind that while retrenchment has been evidenced in almost every direction, it does not apply to the schools. It would have to be a catastrophe leaving no ray of hope whatever, to make Canadians shirk their duty in the educating of young Canada. Consequently, in the school trade, war's

stores. As a matter of fact there are many merchants who maintain that small windows are far better than big ones for the book and stationery trade.

Put in a Picnic Window.

In connection with the advice in another column that the merchants should make it a point to search the advertising pages for news and suggestions for profitable selling, it is interesting to refer to some of the seasonable lines advertised in this number.

For summer selling items that offer good results if effort is concentrated upon them are such timely goods as various paper specialties which will be in demand for outing parties and picnics.

A most effective window could be arranged with picnic sets, containing paper table cloth, paper napkins and other requisites. Paper drinking cups, ice cream pails, paper and wooden picnic plates, waxed paper lunch wraps, are among the articles that will add to the interest of the "picnic window" and a little ingenuity in introducing something of a unique nature suggesting the picnic and adding "local color," can be depended upon to go a long way toward developing sales of these items.



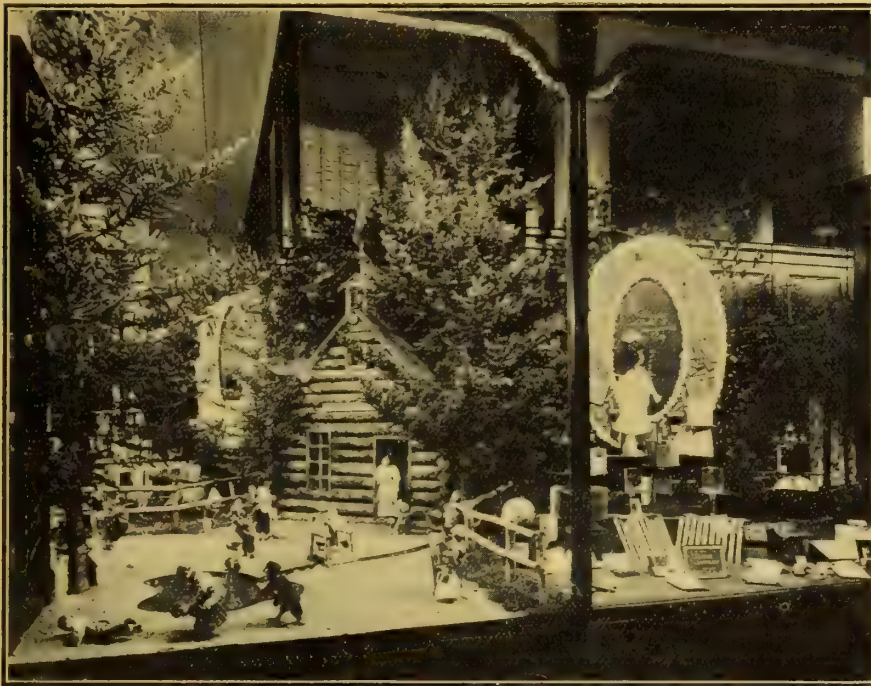
SUMMER DISPLAY.

The first warm days turn the dealer's attention to summer goods, and these should now be displayed in window and show-case. Of outstanding importance are the housekeepers' necessities, which include all kinds of wrapping paper, tags, labels, strings, etc., to be used in putting up winter things. Then there are the travelers' necessities, which include leather goods, writing accessories, engagement and memorandum books, diaries and journey books, fountain pens, pencil cases, traveling ink bottles and innumerable other things. All kinds of out-of-door toys and games for children are timely to be displayed and a sporting goods window will be sure to attract attention. Business will undoubtedly be good, conditions on every hand point to trade improvement and the number of mills and factories that are reported as working longer hours and taking on more men increases every day. Conditions in Europe make foreign travel impossible for pleasure, and there is every reason to believe that dealers in Canadian resorts will do excellent business.



DON'T BE A "MICAWBER."

The man who sits in a corner waiting for business to pick up usually has the satisfaction of seeing it picked up by his competitor.



View from Another Angle of the Exceptionally Meritorious School Supply Window of the Hudson's Bay Co.

ing and strongly appealing setting will readily impress itself upon the minds of those who see these reproductions.

Miss Thompson, head of the company's book and stationery department, was in Toronto last month, and in favoring Bookseller and Stationer with the photographs from which these illustrations have been reproduced, said that this window had created nothing short of a sensation, crowds being gathered before it almost continually.

It can readily be seen that the preparation of a show of this kind entails a great amount of work, including long preparation before the actual trimming of the window begins.

June, when the trade is so much concerned with the purchase of school supplies is a good time to consider this question of windows to be arranged in the latter part of August just before school opening or earlier in the month in those sections where the schools re-open in August.

influence is negligible, which is one of the fortunate circumstances of the book and stationery merchant's lot in these times of stress.

Getting back again to these illustrations, observe the effective introduction of character dolls in addition to items of school books and requisites. Thus, in addition to benefiting the school book and school supply department, it gives the most beneficial publicity to the fact that desirable dolls are there to be obtained—dolls that sell readily at prices yielding good profits.

Thus the display may be characterized as being "double-barreled."

There is ample scope for the live stationer to emulate the example here afforded, notwithstanding that very few stores can boast show windows of such pretentious proportions. Displays of a most creditable character can be installed even in very small windows, so no merchant need be disheartened by the size of the displays seen in the big

Some Inside Facts About Writing Inks

The Oldest Article of Manufacture Sold by Stationers — Why It is Most Advisable for the Dealer to Feature Inks of Standard Quality.

By R. R. ROWE.

HOW to sell ink is a big subject regardless of the opinion of any one. I mean by that, how to successfully sell ink. It is a safe, general principle that nothing can be sold successfully without the basic element of quality.

Because of the lack of appreciation in the minds of the public generally to the vital importance of using really good ink, ink of really high quality, and a corresponding lack of attention to the same important consideration on the part of the salesman who sells ink, the subject of ink, it occurs to me, is probably the least understood of any article carried by the stationer. While the majority have a general idea of it, yet, the broader knowledge that should be possessed—I mean the vital points, and what is actually represented in its manufacture—seems to be a matter too small for consideration. It is just taken as ink and let go at that. It is impossible to successfully sell ink unless something of the history and process of manufacture is in the possession of the salesman, and this knowledge utilized to forcibly impress the buyer of the value to him of the product sold.

How many here realize that the stationery business was built around inks? It is the oldest article of manufacture carried by the stationer. The oldest inscription known is on stone on display in the British Museum, carved four thousand years ago. The oldest specimen of written language in ink is on an Egyptian papyrus, now in the Museum at Paris. This writing is 3,500 years old. The Chinese claim they invented ink some five thousand years ago, but the truthfulness of this is questioned.

The first inks were, properly speaking, paints remaining on the surface of the material written upon; the modern writing-inks are dyes which penetrate.

The best of ancient writing-inks were mixtures of carbon, usually lampblack, or soot, and gum, but being thick and apt to deposit the coloring matter, they, of course, soon became impracticable. We can justly claim, therefore, that ink is the pioneer of the stationery business, in fact, the basic rock upon which the magnificent structure has been built.

To eliminate some of the general impressions that have been formed, I may state that the general interpretation, and it is surprising how many really think it is a fact, is that to become a manufacturer of ink all that is required is a

bottle, cork, label, a little color and plenty of water. This may possibly be true, in a small sense, but immeasurably incorrect as a whole, since it is surprising the infinite care, time and labor that it taken both in the selection of material and in the manufacture.

Before going into the detail of manufacture, which I believe necessary to the salesman, it is well to consider the human side of the subject — what we strive for, the difficulties that must be overcome, which frequently are imaginary, but nevertheless distinctly tangible, and the many abuses attributed to it rather than committed by it.

From a consumer's standpoint, we should have a non-corrosive, limpid fluid, free from sediment and glutinous matters, one not affected by elements of evaporation—pen exposure, without wiping—and sometimes it seems even one that will stand a disposition existing the morning after a riotous night before.

While we strive for perfection and do succeed in a very large measure both from a chemical standpoint and one of general practicability, yet in keeping ink in good condition we must get some help from the consumer in order to attain satisfactory usage, and this fact should be impressed on the purchaser by the salesman.

Invariably, after using a pen it is laid down without wiping, and since any office, no matter how clean, has dust floating about, it naturally will adhere to the wet surface and is bound to be affected. Then again, ink-wells are always subject to exposure, which is bound to create a condition of evaporation, and as soon as the liquid leaves, the body is bound to assert itself, hence the slight deposit or gummy substance. As for corrosion, no manufacture exists that can avoid this, nor ever will. Our main contention here is that the reputable manufacturer does all in his power to minimize it, which is the limit of our power.

The total elimination of these conditions can no more be accomplished than to secure a writing-fluid that is both acid and waterproof, since we encounter here a chemical reaction indeed peculiar. The man who intelligently conveys the knowledge to the consumer of such products is the man who eliminates trouble and increases profit. The ink that is waterproof can easily be eradicated by certain chemicals, while an acidproof ink can be removed by the simple use of a common alkali soap and water.

It certainly is amusing to know how many people have been deceived by an acid-proof ink, and the remarkable part of it is that the easiest dupes have been the banks.

Let us go a bit into the necessary manufacturing knowledge of the business for the man who wants to know what he sells. I am sure the information will be of interest.

In writing-fluid, the chief ingredient is nutgall. The very best quality is known as blue Aleppo nutgall, although they come in blue, green and black. The blue, however, is the most indispensable in the manufacture of permanent ink, because of its richness in tannin. Nutgall is found throughout Asia Minor from the Archipelago to the confines of Persia; it is also found in Armenia and Kurdistan.

It is produced by an insect very similar to what we call the horsefly. This insect punctures the branches of a tree called the dyer's oak. Wherever punctured, this nut grows. When flies are scarce in that country, the price of the nutgall goes up very considerably. The fly there is not looked at in the same spirit as here.

We grind these, or rather crack them, and put them through a process of percolation, very similar to that ordinarily observed in a coffee percolator, but, of course, on a very large scale. The liquid we get from this is gallic acid. We even strain this, mixing it with sulphuric acid so as to be sure that it is settled and free from any sediment whatsoever.

The next ingredient of importance is copperas, ordinarily called dry iron. This combined with the gallic acid, produces the permanency of the writing-fluid. In addition to this we use carbolic acid, which acts as a preservative.

As an added precaution, the water, previous to being boiled, is strained to safeguard any possible sediment there, and is tested to bring it to a standard sufficiently receptive to admit the very best admixture, since it dwindles down to where we are working with a body heavier than water, which must be kept in proper suspension and solution.

I will carry out the illustration by describing or treating on what is known as writing-fluid, or blue-black ink, as this easily constitutes approximately seventy-five per cent. of the commercial trade, therefore, considered of greatest importance.

Up to this point we have only pro-

duced a pale-gray fluid. In order to have this acceptable for commercial usage, we use a blue anilin color, pleasing to the eye. This color gradually leaves the record through oxidation, leaving it black, and will, with age, become more intensified, becoming a firmer black. You see the action of present-day, scientifically prepared ink is exactly the reverse of the old product, since this would fade out, while ours becomes deeper and in reality becomes a part of the paper upon which it is written.

Carmine, scarlet and red ink hold a position of no mean importance, hence should have some recognition. A brief

explanation would be that these inks depend entirely upon the secret of manufacture and the proper selection of ingredients. We strive for body, proper suspension and solution. This is hard to accomplish and is easiest to discover by the layman. Personally, I would say that a company can be judged by the red or carmine ink it makes. Holding it up to the light tells the story. If you find a solid body, deep color and free from mother, success has been attained. By mother, I mean free from cloudy shreds that are found in it, similar to what is commonly found in vinegar. If this exists, it indicates that the chemist has

failed in proper assimilation and therefore has weakened his product. Another indication of fallacious manufacture is the precipitation, easily noticed by an abrupt turning of the bottle, which will show how the color has sunk to the bottom. I would modestly suggest comparing our Oriental carmine to any other. You will notice the strength of body, the absolute suspension and solution which it maintains.

Blue, green and violet inks are in the class of the carmine and red, and similar conditions prevail.

Editor's Note.—The writer of the foregoing article is the sales manager of one of the leading ink manufacturing concerns in the United States.

Big Advantage of Retailer Over Catalogue House

ONE of the speakers at the convention of the Retail Merchants' Association of Saskatchewan, was Prof. Neystrom, professor of political economy in the University of Minnesota. His subject was "salesmanship."

When considering salesmanship, Dr. Neystrom asserted, psychology must of necessity come under scrutiny. The word sounds forbidding, yet psychology simply deals with the question of how ideas get into people's minds, and how they work after they get in. Salesmanship is closely connected, for it is simply getting the right idea into someone's mind, and having it work right when it gets there.

How the mind, or the brain, is reached by nerves, conveying sensation from nose, eye, ear, fingers and tongue, was outlined; then in detail Dr. Neystrom proceeded to indicate the ways in which the right sensations—the purchase com-

elling sensations—could be sent along these sense nerves by the skilful salesman; how not only one sense, but all the senses, should be played upon to effect the desired end; a purchase.

People are not alike. Some learn more through the eye than through the ear; some just the reverse. But, as a matter of proven fact, more learn more by the sense of touch than they learn through the eyes or ears. Some have ears and hear not; eyes and see not; but all seem possessed of a touch sense which conveys knowledge. Touch helps out all the other senses. The child knows its value. All should. Sight may prove deceptive; touch seldom or never does.

"You'll see what I mean," continued the speaker, "if you have two counters, one with goods in easy reach, one with the goods behind glass. You will find

the counter where the goods can be felt by far the more popular.

How a Sale Was Lost.

"I remember," he proceeded, "seeing a salesman explain a kitchen utensil. He explained it well, and three times the woman reached out, unconsciously almost, to take hold of the article. Three times the clerk, without any discourtesy, kept the utensil in his own hands. He was interested in his talk, but when it was over the woman went out. Three opportunities to let her learn through her sense of touch as well as her sense of hearing the clerk had let pass.

"Mail order houses," said Dr. Neystrom, "can not appeal through the sense of touch. This is a big loss, and one which they feel, for, as the advertising manager of the Sears Roebuck Company said to me: 'We write descriptions so those who read will imagine how things feel.'"

Take Pains to Please Each Individual Customer

OTHER things being equal, the retail stationer or clerk who is willing to take pains to please a customer, is the man who is going to make the most friends for the store. The following incident related by an exchange furnishes a capital illustration of this point.

The writer says that while looking into the show window of a stationery store one day he noticed a leather bill book of a somewhat unusual pattern which attracted his attention. He entered the store and inquired the price.

The man behind the counter accompanied him to the sidewalk, in order that the customer might point out the particular article that he wished, and then returning to the store, reached into

the window and took out the identical bill book that had been indicated.

The writer told the man that it was too bad to put him to so much trouble, and to have him disarrange the window display, and the stationer replied that he was glad to wait upon the customer and to see that he got exactly what he wanted.

As there was no rush of customers at the time, the writer dropped into a pleasant chat with the stationer, in course of which it developed that he had a number of bill books like the one in the window on a shelf almost at his elbow when the customer entered, and could have passed out one of those and thus saved himself quite a deal of trouble.

Asked why he had not done this, the stationer replied that he had found that

it paid to take pains to please a customer, especially when serving him for the first time, and that there were many persons who when they had chosen some article in the show window were much better satisfied to have the identical article that they had chosen, rather than a duplicate from the stock in the store, so that whenever he could he liked to humor their fancy in this regard.

Of course this particular method of taking pains to please a customer might not be feasible in every stationery store, but it plainly and forcibly illustrates, how a retail stationer who makes a study of human nature and is willing to put himself to a little exertion, can generally find ways of pleasing customers that would not occur to the average man.

The MacLean Publishing Company

LIMITED

JOHN BAYNE MACLEAN - - - President
H. T. HUNTER - - - General Manager

PUBLISHERS OF

Bookseller and Stationer

and Office Equipment Journal

ESTABLISHED 1885.

FINDLAY I. WEAVER - - - Manager

CABLE ADDRESSES

CANADA: Macpubco, Toronto. ENGLAND: Atabek, London, Eng.
OFFICES

Montreal 701-702 Eastern Tp. Bk. Building. Phone Main 1255
Toronto - - - 143-149 University Avenue. Phone Main 7324
Winnipeg - - - 34 Royal Bank Building. Phone Garry 2313
New York, R. B. Huestis, 115 Broadway, N.Y. Phone Rector 8971
Boston - - - Room 733, Old South Building. Phone Main 1024

GREAT BRITAIN—

London - The MacLean Company of Great Britain, Limited,
88 Fleet Street, E.C. E. J. Dodd, Director.
Telephone Central 12960. Cable Address: Atabek, London, Eng.

SUBSCRIPTION

Canada, \$1; United States, \$1.50; Great Britain and Colonies, 4s.
6d.; elsewhere, 6s.

PUBLISHED MONTHLY

Vol. XXXI.

JUNE, 1915.

No. 6

New Bookselling Plan Proposed

IT is interesting to observe that in the United States a proposal is being discussed between book publishers and booksellers which was formulated by the Board of Trade of the American Booksellers' Association and presented for consideration at the annual convention of that body in New York in May.

It is designed to fix and maintain retail prices thus circumventing the price-cutting evil which has long been injurious to the best interests of the book trade and in which even the courts of the United States have in effect protected offending retail concerns in their persistent course of selling books at cut prices, chiefly for the advertising benefit of such a course, it is contended.

The new plan contemplates continued ownership by the publisher after the books have passed into the hands of the bookseller. The latter is to have all new books on memorandum for a few months, with the understanding that at the termination of the period the bookseller will buy outright not less than 90 per cent. of the total of new books at the invoice price. Ownership during the period resting with the publisher, he will name fixed prices for that time, and it would be a violation of the owner's rights for the bookseller to make other prices.

This would mean at least during a fixed period after the appearance of a new book that the price-cutter would be eliminated. Whatever loss might confront the publisher could be made up by a slight addition to the wholesale and the retail price of the book. On the other hand, books that have proved unsalable at normal prices having been removed from the market, the publisher's salesman would find the bookseller much more ready to take new publications. Many new books that would have a limited sale are not bought by some dealers under the present arrangement; with the elimination of the new-book risk, such books would be taken in representative quantities and the number of booksellers would increase.

Canada's Bookstores

WHILE Canada has the reputation of being the best book-buying country in the world, per capita, there are many towns in the different provinces that are not adequately served in point of bookstores.

In the smaller towns it is not advisable for a merchant to endeavor to confine his attention to books alone. Books and stationery form a most admirable combination and it is true that the average merchant engaged in these lines finds his greater profit accruing from the stationery branch of the business along with other associated lines. These stores are nevertheless called bookstores—frequently a misnomer because of the sadly negligible proportion of books as compared with the other stock in trade. This circumstance gives rise to much criticism of the "bookstore" on the part of townspeople. Moreover, it has the effect of augmenting the mail orders for books going to firms in the larger centres. Many of these book buyers do not give the local bookseller a thought nor do they reflect that the aggregate of these small orders for books going to outside firms would go far towards giving their town more creditable bookstores were they to give the local booksellers the consideration that is due them as taxpayers of the community.

The booksellers themselves, however, are far from blameless, for it is notoriously true that they do not exert the same measure of ingenuity and constant application in the merchandising of books that they do with the stationery branch of their business.

The bookseller should set his own house in order by giving adequate attention to the book end of his business. Then he will find that such efforts will soon bear fruit.

The book buyers should encourage to the utmost the enterprise shown by the local bookseller.



Those War Tax Stamps

READERS should be fully acquainted with the new war tax stamps and remember that ordinary postage stamps can be utilized instead of the special stamps marked "war tax."

The post office department states that postage stamps may be used for the prepayment of war duties on bank cheques, bills of exchange, promissory notes, express money orders, proprietary or patent medicines, perfumery, wines or champagne, as well as upon letters and post cards, postal notes and post office money orders, the intention being to provide facilities in those portions of the country where excise stamps are not readily available.



Know Your Goods

ONE OF the speakers at the Saskatoon Convention emphasized the fact that success in the selling end of a business depends not only on the employer, but on the clerks who serve behind the counter. Learning and knowing the goods is not all there is to the game of salesmanship. It takes individual skill and initiative to know how to handle the different kinds of customers who visit the store. The salesman must know the goods, be polite, be cheerful and back of it all he must have a will of his own and a spark of aggressiveness which will give him a compelling power to induce customers to buy. Propri-

etors can do a great deal towards making competent salesmen of their employees. A little time spent each week in instructing the salesmen in the art of handling customers will be time well spent and will result in many sales being made which might otherwise be lost.



War Effect on Sale of Fiction

IN the United States, according to the monthly bulletin of one of the largest of the book jobbing houses of that country, there is now being experienced a decided revival in the demand for fiction, a circumstance which is not true of Canada, although a healthy demand is reported for several of the more recently issued novels. There is better promise for the immediate future by reason of the important May issues of novels and others to follow in June. The coming of a few or only one novel which, by reason of the outstanding importance of its author, assures a big sale in spite of untoward circumstances, will doubtless have the tendency of reviving the general interest in fiction.

This is earnestly to be desired, because there is danger of too morbid a tone fixing itself in the minds of the people by too constant and all-absorbing attention to the horrors of war and its dreadful consequences.

The United States book trade publication referred to in the foregoing, asks: "Is the great war responsible for the increased demand for fiction?" It goes on to say:

"With our American newspapers gorged with sensational war news, it would appear natural to expect a big slump in the demand for fiction. But statistics show the opposite to be the fact. Our records show the demand for fiction during March, 1915, far exceeded that of the same month last year. What is the reason? What has brought about the change?"

"One solution may be the fact that the war news has stimulated reading during the past six months as never before, and now the people, growing tired of war and desolation, but with the reading habit strong upon them, are turning to fiction. Dealers should make the most of this opportunity in displaying and pushing their books of fiction."



Editorial Notes

NEVER TAKE SHELTER behind the mistake of a clerk. Make your store good for every contract of its "agents."

* * *

ONE OF the great secrets of the success of the catalogue and mail order houses is that the goods are so well described and illustrated, as well as priced, that the prospective customers get a mental impression of an article that appeals to them; and there grows up a desire to buy.

* * *

MISLEADING REPORTS having been circulated in the United States with respect to the admission of tourists into Canada, an official circular has been issued declaring that no passports are required from United States citizens who enter Canada for purposes of pleasure or business. In fact, the tourist regulations remain the same as for several years past. It is expected that many American tourists, who have hitherto spent their vacations on the European continent, will come to Canada this year.

Mail Order Craze

RETAIL merchants can do a great deal in the way of curtailing the operations of the mail order houses. If the merchants advertise intelligently in the local papers, it will pay them and at the same time gain the support of the local publisher in the movement towards creating a more loyal feeling toward the home community. The spirit of "Home Loyalty" is being encouraged in many sections and the following notice which has appeared in many rural newspapers will show how the small town publishers are taking up the matter. The following is from a Vernon, B.C., paper:

"It is worth while to stop and think seriously what this sending of money to mail order concerns means locally. It means poorer schools, poorer roads, higher taxes, unemployment. To buy cheap things cheaply never did and never will mean prosperity.

"There is involved in this thing of sending money to large cities for goods which can be purchased from the home merchant, the question of local prosperity. It is a poor policy to tear down the business stability of the home town in order to swell the prosperity of the large city.

"In the long run there can be no gain to anybody in patronizing foreign business concerns at the expense of local concerns. If local merchants cannot get sufficient business to pay the expense of operation, it means that smaller stocks will be carried and that the range of selection will be restricted. It means that fewer clerks will be employed; it means that fewer houses will be built or rented; it means that the growth of the local town or city will be retarded. This means in the long run that the amount of taxes which the rural districts will have to pay will be increased or that the public highways and other conveniences which make for better things will be sacrificed.

"This thing of sending out money in large volume which should be spent at home always strikes back some way or other. The school teacher may send away for her gowns; the boarding-house keeper away for his needs. Then comes the cry that revenues from local taxation because of decreased business are not adequate to meet expenses. Then school boards are confronted with the necessity of cutting salaries; the patrons of the boarding house become fewer; the sign 'for rent' is seen conspicuously posted on buildings.

"The whole question of local betterment is involved in this foolish mail order craze. If a community is foolish enough to spend its money abroad which should be spent at home, then that community must satisfy itself with poorer schools, churches, roads, theatres, mean-looking towns, everybody in debt, mortgages foreclosed and general business depression.

"If the people would cut out the mail order nonsense for six months, there would be a local prosperity which would surprise everybody. When all the people learn that their own community is most worthy of consideration, when they learn the folly of building up great cities at the expense of their own local towns, then they can be called rational, and not till then."

ACROSS CANADA TRADE NEWS

Winnipeg, Man.—A private wire from the Adjutant-General to Mrs. Agnes Torrance, states that her son Pte. James Torrance, of the 79th Cameron Highlanders, is seriously wounded. This is all the information it contains. Previous to his departure for the front he was employed with Clark Brothers, wholesale stationers, for six years. He had resided in Winnipeg for nine years. Pte. Torrance was born in Stirling, Scotland, and was 20 years old on May 7th. He resided with his parents at 951 Banning St. He has one brother, Peter, and one sister, Agnes, both living in the city.

Calgary, Alta.—J. H. Walker, who has for twelve years been manager of the Calgary branch of the United Type-writer Co., Limited, is now in business for himself in that city, having opened an office supply house under the name of J. H. Walker & Co., Limited. Mr. Walker has a wide connection with the commercial houses of that city and there is every reason to believe that the new firm will have a successful career.

Toronto, May 28.—Richard W. Main, for 44 years an employee of the Canada News Company, died yesterday at his home, 181 Vermont avenue, having been ill for over four years. He was in his 62nd year. Deceased was born at Guernsey, Channel Islands, and had lived in Toronto nearly all his life.

Aylmer.—Owing to continued ill-health G. M. Standing has decided to sell his book and stationery business and withdraw from all active work, for a time, at least.

Ottawa, May 29.—Chief Ross stated this morning that complying with a request of the Board of Control he would not enforce the early Saturday night closing by-law so far as bookstores are concerned, pending the proposed revision of the by-law. Consequently bookstores may keep open to-night after nine o'clock with impunity.

Fought at Langemarck.

Bombardier J. A. Yates, of the 9th Field Battery, a Toronto boy whose parents live at 902 Manning avenue, and who passed through the battle of Langemarck safely, was an employe of Brown Bros., wholesale stationers. He is an

enthusiastic soldier. Shortly before he left for the front he was married to Miss Vera Lougheed, a Toronto girl. He was formerly in the Mississauga Horse.

J. A. Shelley, representative of John Dickenson & Co., Limited, in the Maritime Provinces and Newfoundland, whose likeness is presented here, has gone to the front with the 24th Battalion Canadian Expeditionary Force, being one of some four hundred men of the John Dickenson & Co.'s organiza-



J. A. SHELLEY.

tion who have volunteered for active service since the outbreak of war. The 24th Battalion are now in England, completing training before going to the front.

Charges Unfairness.

Ottawa, Ont., May 17.—A. H. Jarvis, Bank street, book and stationery dealer, has sent a protest to the city council about the city's method of buying stationery. He points out that for five years the stationery used at the city hall has been bought without the securing of tenders, and he alleges that the city auditor, who has charge of the purchases, has turned the orders over to one firm. He claims unfairness.

Montreal Trade Notes.

The death has occurred in Montreal of Charles B. Lanetot, a retired dealer in church ornaments.

Two juvenile burglars, who broke into the book store of the Foster Brown Co., Ltd., 432 West St. Catherine street, Montreal, on Tuesday night, May 11, were captured by a smart policeman.

It is very significant that an increase has taken place in the demand for mourning note paper. Should this war go on, and the casualty lists continue to come in the way they have been doing, the demand will be heavy. The popularity of the correspondence card continues. There is little new in it beyond different styles of initials.

A novelty has appeared this month in the shape of playing cards, bearing the name "The Allied Armies," with coats of arms of various countries on the back, and European kings and queens for faces. It was designed by a Montreal man, and placed on the market by a local firm. The pip is large, which is important when cards are of unconventional design. The fault with the average view card is that the pip is small, making it almost useless for playing. Altogether, they are nicely got up, and are selling well.

Although crossing the Atlantic may now well considered a perilous feat, E. D. Twite, one of the salesmen of The Carter's Ink Company sailed from New York on May 15th for England. He is on a leave of absence in order to visit his old home in King's Lynn England, and will hear from his own family how it feels when bombs are dropped from German Zeppelins on one's immediate vicinity. As may be remembered the town of King's Lynn was one of the first towns on the East coast of England to be raided by the German Air-Craft, and Mr. Twite's family were fortunate enough to escape unharmed although several bombs were dropped in close proximity to them.



Nobody ever succeeded with the habit fastened to him of letting whole hours slip away in idleness. The old adage that time is money seems never to have penetrated the minds of some men.

HOW OTHER STATIONERS DO THINGS

CLOSED BOXES HIDE CONTENTS.

Floor show cases should never be filled with stationery and every box closed. A lady will not be attracted to the display in the first place. Also, for anyone purchasing, the dealer will be obliged to pull out several boxes and remove the covers before a selection can be made. These little losses of time are annoying to customers, and costly to the merchant.

• • •

SHOW \$5 PENS FIRST.

One of the fountain pen manufacturing firms in a recent issue of its house organ had the following to say about fountain pen selling:

"Always show \$5 pens first.

"The larger the gold pens, the longer the life and the more pleasing is the feeling under the hand.

"Study your customer. If he hesitates, show him the four-dollar size. You can still drop to a \$2.50, and give him the same guarantee of satisfaction, but naturally having a smaller gold pen, the life would not be as great as the larger size, and the action not quite as pleasing.

"Many times it means a compromise on a four-dollar pen. It is easy to come down to a smaller size, but hard to go up. See that you have an assortment of four and five-dollar pens in your stock and try this out. It will result in an increase in the receipts of the department."

• • •

From a conversation which Bookseller and Stationer had with a leading firm manufacturing flags, it is apparent that the stationery trade is not nearly living up to possibilities in the sale of flags. This manufacturer pointed out that one particular newspaper last year sold 20,000 of a certain sized flag, which was in exceptionally strong demand, while in the same season the total sales to the trade amounted to only about 500. If a newspaper can do so well in selling flags, why should not a live retailer achieve a similar success? Certainly there is something amiss when one newspaper sells forty times as many of a particular item than the combined retailers throughout Canada. The very fact of a paper giving publicity to the

article should be a sufficient incentive for wide-awake dealers to push its sale, and that it will pay to do so is sufficiently evidenced by the results obtained in the flag selling campaign of the newspaper as alluded to in the foregoing.

Where Do You Stand?

Are you getting all the benefit you should out of Bookseller and Stationer?

Bookseller and Stationer had an interesting talk recently with a stationer who said he had been receiving this paper regularly for the past few years, but that it wasn't until very recently that he had begun to appreciate the actual value of this trade paper. Previously he had read the paper, chiefly as a diversion, much as he read any other periodical. Then one day he was roused out of his mental lethargy by a most important item of trade news which he saw in one of the advertising pages and he awoke to the fact that most of the advertisements were simply that—news messages about goods which he could profitably sell.

"Since that time," said the merchant, "I have profited to a surprising extent by making it one of my duties to read every advertisement in Bookseller and Stationer, because I realize that those announcements of the different firms anxious to have me buy from them, contain the messages which they are most anxious to impart to me at that particular time and that naturally they will vitally concern my business."

Every merchant who is doing that is finding, as the E. G. Nelson & Co., the prominent St. John, N.B., booksellers and stationers, said in renewing their subscription, that the most profitable dollar they spend is the one that pays for their annual subscription for Bookseller and Stationer.

Some good ideas on selling by telephone which can be applied to any business were contained in a brief article by D. W. Stevick, advertising manager of the Bloomington (Ill.) Bulletin in the Fourth Estate (March 13) in which he told how he had solicited farm sale advertisements from farmers with such

success over the telephone that he had entirely abandoned the use of form letters for this purpose.

He believes it is possible, almost instantly, to "size up" the prospect over the telephone and suggests that the selling talk then be made to suit the personality of the prospect.



MAKING BIRTHDAYS PAY.

A dealer who passed his spare minutes looking over the birth records in the local papers, clipping them for his diary, has evolved a perpetual birthday calendar. He does business in a city of 60,000 inhabitants. After following the births for two or three years, he has many names. Then about a week before one of these children has a birthday, he sends to the mother a neatly typewritten letter something like this:

"Dear Madam: We believe your little boy (or girl) will be — years old on the — day of —. We beg to call your attention to the fact that we have a very large, beautiful and well selected stock of children's toys, dolls, picture books, birthday presents, etc., and if you will be so kind as to drop into our store some time within the next day or so we feel sure that you will find something in the way of a birthday present which will please your little one. If she (or he) is to have a birthday party we believe you and your friends will find our stock the most complete and beautifully displayed in the city."

What mother would not be surprised to get such a letter from a total stranger? Even if she did not avail herself of the invitation to call and buy a present, she would be sure to feel kindly toward the firm, and might become a customer. Clipping birth notices took but little of the merchant's time. A delicate compliment was implied in the letter. It contained a touch of human interest and courtesy which had a good effect.



St. Thomas, Ont.—Brewster's, Limited, suffered about \$10,000 loss by fire, which broke out in the basement of the store the night of May 11.

PROFITABLE PUBLICITY

IN the advertisements reproduced on this page, the most prominent one is the "Dollar Day" advertisement, not only because it is the largest, but because of its exceptional nature. It is sometimes advisable to spend a little extra money to get extraordinary display effect. Some newspapers make it a practice to provide special designs in order to make their proposition stronger in its appeal.

The Douglas Co.'s advertisement is a good example of how cuts add to the attractiveness of a book advertisement.

In these war times, military books command wide interest, consequently the Duncan advertisement is a good example of time publicity.

Curran's Bookstore has a "Picture Framing" announcement that is small but good, both in point of display and its message.

The Estevan News Store's advertisement introduces too many widely different lines. The others are all single purpose advertisements and in this space an advertisement with additional selling arguments regarding any one of the propositions introduced, would have made the publicity more profitable to the advertiser than in thus scattering shot.



STANDARDS OF PRACTICE.

Readers of Bookseller and Stationer will recall the standards of practice adopted by the Associated Advertising Clubs of the World at the big convention in Toronto a year ago, as reproduced in this paper. Dealing with the effect of these standards of practice in the current issue of "Associated Advertising," William H. Ukers, chairman of the Standards of Practice Commission of the National Commission, says:

"Through the standards of practice, and for the first time, the ideals of truth telling in all forms of advertising—and, less directly, in all forms of business—have been given formal definition in concrete rules.

"And now that the National Commission has been organized to do business—is an actual, business institution—the importance and the practical value of these standards of practice, adopted

at Toronto, will become increasingly apparent.

"No one has ever hoped that all members of all departments would live up to these standards, absolutely, so soon as this. They are ideals of conduct. And they will need definition in some cases.

"They can be improved upon—they can and will grow. But, first of all, we must think of applying them—must make them fit into every-day business affairs. Already there have been great improvements as the direct result of these standards.

"I believe the time is coming when no man will be tolerated in any department who has flagrantly violated the standards of practice of his department. And before that time arrives, the standards will have been improved upon—will have grown—as the result of experience pointing to our needs.

"I also firmly believe it will eventually be impossible for unfair competition to thrive in any department of advertising because of the opportunity to

DOUGLAS STORE NEWS

Only 50c Per Copy
Originally Published at \$1.25 and \$1.50 per copy.



500 TITLES TO CHOOSE FROM at the Home of Good Books.

The Douglas Co. Ltd.

Newspapers, Periodicals, Magazines and Books of All Classes

Subscriptions booked from any part of the world. Lowney's Chocolates—for old and young folks—a specialty

Agency for The Oliver Typewriter, Supplies, Etc.

Estevan News Store P. N. Swenson Proprietor

Picture Framing

Upon the correct selection of moulding depends the beauty of your picture. We have the newest in mouldings.

Curran's

BOOKSTORE
New Idea Dress Patterns

MILITARY BOOKS

We have an excellent stock of Military Training Manuals, not only of the official publications but also of many supplementary books.

Robert Duncan & Co.
Booksellers

JAMES ST. AND MARKET SQUARE

DOLLAR DAY

GREATEST MONEY-SAVING EVENT OF THE YEAR

Boys' Annuals Boys' Own and Chums \$1.00	Girls' Leather Hand Bags, \$1.75 Wednesday for \$1.00
-------------------------------------------------------------	-----------------------------------------------------------------------

Boker Razor, \$1.50 \$1	75c Watch Wrist Strap \$1
Playing Cards, 35c \$1	75c Change Purse \$1
San Reno Note Paper Regular 65c \$1	75c Hand Bag \$1
San Reno Envelopes Regular 65c \$1	15c Writing Tablet \$1
Pen Handle, reg. 10c \$1	35c Envelopes \$1
Pen Points, 1 doz. 10c \$1	35c Playing Cards \$1
10c, regular 10c \$1	25c Post Cards \$1
\$1.50 Guar Fountain Pen 25c Jilt edged N Book 25c bot P to Pen Ink \$1	\$2.50 Reeves Washable Stencil Outfit \$1
Pencils, 1 doz. 50c \$1	Every Man's Library Regular 35c 5 for \$1.00
Scribblers, 1 doz. 50c \$1	
Erasers, 6 for 25c \$1	
Pen Points, 12 for 10c \$1	

Regular \$1.50, 2 for \$1.00

10c Day Special	Limp Calf Pocket Poets Regular 35c and 50c 4 for \$1.00	Novels and all Reading Material at Reduced Prices	10c Day Special
--------------------	-------------------------------------------------------------------------------	---------------------------------------------------------------	--------------------

THE DAY YOUR DOLLAR WILL STRETCH THE FARTHEST

Ware Stationery Store

RUSSELL BLOCK (NINTH AVE.) 1st AVE. N. W.
MOOSE JAW SASK.

Canada as an Importer of Toys

Information as Reported by United States Consul Henry P. Starrett of Owen Sound, Ontario.

CANADA'S purchases of toys and dolls approximate \$1,000,000 annually. There being no important domestic production of these goods, the import figures represent practically the total present market.

During the fiscal year ended March 31, 1914, the imports of toys and dolls into the Dominion from all countries amounted to \$1,039,002 (against \$937,661 in 1913 and \$771,001 in 1912), of which Germany furnished \$581,009, the United States \$293,977, Great Britain \$91,538, France \$33,214, Japan, \$26,243, and Austria-Hungary \$5,615. Germany's share in this trade consisted chiefly of dolls, character figures, and cheap colored picture books; the United States furnished most of the large mechanical toys, games of all kinds, and picture books of the better grade.

Changes in the Import Trade.

The radical changes in the foreign trade occasioned by the war have been felt in the toy trade perhaps more severely than in most other lines. A large number of orders that had been placed during the early part of the past year to supply the Christmas trade could not be executed, and the resulting shortage in the supply of many of these goods caused Canadian buyers to look to other sources. For the coming season the situation will be still further aggravated unless normal trade conditions are once more restored.

Toy manufacturers in the United States who have been encouraged to expand the doll manufacturing end of their business on account of the unfilled home market, should endeavor to investigate the Canadian market for these goods in time to bid for the fall trade. Importers are of the opinion that American manufacturers can easily obtain an important share of the business.

Most toys are imported by jobbers located at Montreal and Toronto on terms ranging from 30 days (2 per cent. discount) on goods from the United States to 90 days on goods from Germany. Jobbers' terms to dealers are 2 per cent. 30 days, net 60 days; quotations being f.o.b. jobbers' shipping point. Many large retailers import their toys.

Prices to Dealers.

As most of the mechanical toys come from the United States, there is no necessity of quoting prices on them. However, American manufacturers of dolls and picture books may be interested in knowing the net wholesale prices to

dealers on representative lines as quoted by Canadian jobbers:

DRESSED DOLLS.		Per doz.
Bisque head, glass eyes, hair, painted eyebrows, jointed neck, shoulder, and hip, muslin dress and hat, painted shoes:		
8 inches long	\$ 0.90
10-inch size, with shoes and stockings..	1.25
11-inch size, with shoes, better costume	2.00
15-inch size, with shoes, satin costume..	3.60
16-inch size, all body joints	4.50
18-inch size, real eyelashes, etc.....	8.90
20-inch size, silk costume	18.00
24-inch, silk costume	30.00

CHARACTER BABY DOLLS.		
Bisque head, bent limbs, jointed neck, shoulders, and hips, short hair, sleeping eyes, muslin dress lace trimmed, without shoes or stockings:		
8-inch size	\$ 2.25
10-inch size	6.50
12-inch size	8.90
16-inch size	15.00

CELLULOID BABY DOLLS.		
All one piece (or with jointed arms), embossed painted features:		
2¾-inch size	\$ 0.30
3¾-inch size42
4¾-inch size65
6½-inch size	1.25
11-inch size	4.20

PICTURE BOOKS.		
10 paper pages in colors:		
5½ by 7½ inches	\$ 0.30
10 by 9 inches45
14 paper pages in colors, 8½ by 10½ inches90
6 paper pages in colors, varnished covers, 10 by 12 inches	2.25
8 linen pages, covers in color, 5 by 6½ inches40
12 linen pages, covers in color, 5 by 6½ inches90

The prices shown above are those obtaining in normal times. It is very difficult to secure correct quotations for present sales, as the season has not yet opened, but it is stated that the prices for the coming season will be 10 to 25 per cent. higher.

Customs Duty.

The Canadian Customs tariff provides a duty on dolls and toys (including picture books) of all kinds of 25 per cent. ad valorem when coming from Great Britain and 37½ per cent. when from other countries. These rates include the increase effective February 12, 1915.



Another new toy manufacturing concern in Canada is the Empire Novelty Co., of Toronto, whose line consists of lead soldiers put up in a variety of designs and packages.

Still another Canadian product is the Young Canada Field Constructure, manufactured by the Reliance Metal Weather Strip Co.

Children's garden sets, sand pails and scuttles, baseball goods of all kinds, kites, sail boats, marbles and in fact outdoor toys of every description will be good from now on through the summer.

AS TO SUMMER TOY TRADE.

THIS year, especially when every business man needs to exert himself to the utmost in order to get people to buy goods, extra precaution should be taken to provide against the lethargic influence of the hot months upon both seller and buyer.

Besides featuring the multitudinous seasonable playthings, it is important to obtain a great deal of the week-end trade that can be yours. Your fellow-townsmen might just as well purchase their gifts in the home town before they leave town to visit a family having children.

Again, a great deal of vacation business can be yours, and when families leave town for several months this trade bulks in an amazing manner.

To procure this trade special vacation offers can be made: "A Suitcase Full of Toys for the Seashore," "A Big Box of Toys for the Summer Home," "Make it a Happy Vacation for the Little Girl—Give Her a Doll House Full of Dolls," etc. These and similar window and newspaper announcements will help materially in making the summer more worth while.

There's a New Spirit Regarding Summer Trade.

Until a few years ago it was a pretty general custom for merchants to crawl into a shell or else go fishing for the entire summer, honestly believing that no extra effort of theirs could alter the seeming inevitable. To-day there's a different spirit throughout the country and the result is manifest.

Toy business always exists, only sometimes it's harder to manage. But if merchandising were an easy matter there would be no merchants, and a man might just as well close his doors if anybody and everybody could compete with him at the drop of the hat.

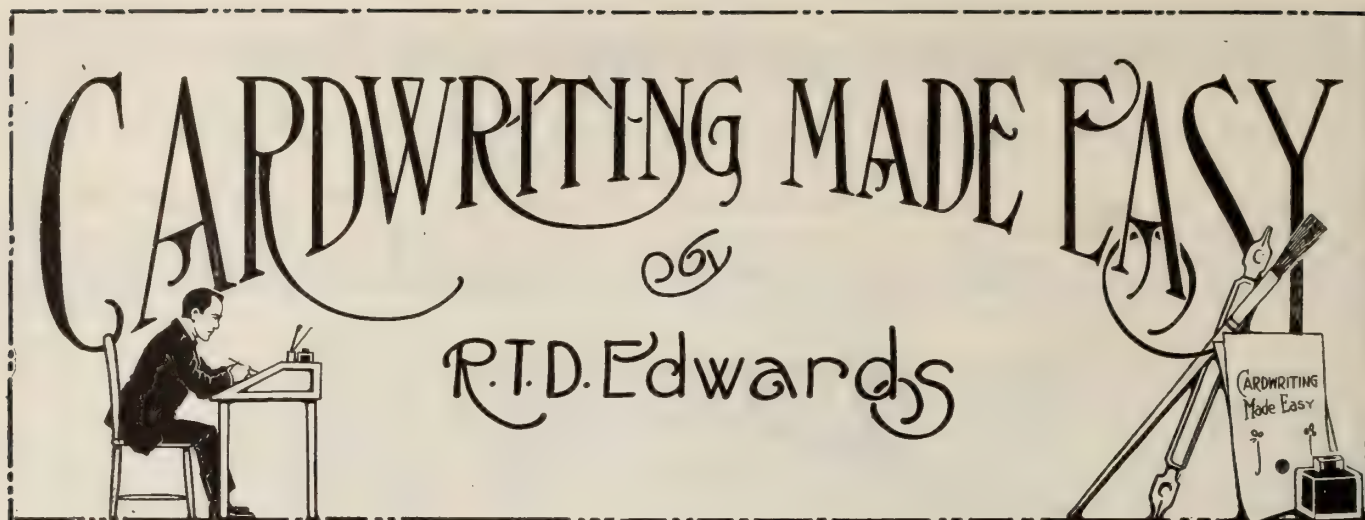
Summer toy trade, then, is a matter of maintaining as cool a store as possible and in putting forth the utmost that is in a man to overcome the additional obstacles that must be recognized as existing.



NO SALE.

Bookstall clerk (after fifteen minutes)—Would you like to buy that book, madam?

Lady (absently)—Oh, no, thanks, I've almost finished it.—Punch.



LESSON NO. 5.

AT the outset I wish to impress upon followers of this course the utmost importance of mastering last month's lesson before proceeding with this one. Have you secured your brushes and proper materials as advised to do the work? If you have not then you are just one month behind. I would strongly urge you to hurry. Don't think that because these lessons are free, you can let one slip by and start in on the next. This can be done in a way, but it is not advisable. If you do this you are losing an important part of some alphabet or figure work which links one lesson to another.

In other words if you wish to make a complete success of this course, the lessons should be treated as if you were paying a high price for them. Your brushes should be of the highest quality sable. The camel hair variety is of no use for water color work. Be sure you get an over-abundance of supplies and do not get tools not advised in these lessons. There are many agents traveling from town to town with devices for making show cards quickly, the manipulation of which need no experience. My advice is keep your hand on your money. You may have been "stung" already but this is just a tip for the future.

See Figure 1 of last month's article for illustration of brushes.

Chart 5.

In the chart shown this month we have a continuation of last month's brush stroke square face lettering. These letters go hand in hand with the figures of that issue.

Each stroke is just one sweep of the brush and must be made with a free arm movement. There are many old-fashioned card writers who work with their right hand resting on their elbow, but this method has long been discarded by modern card writers, and should not be used.

There is one thing to be remembered

not to lay too much stress on accuracy. The main thing is to work for effect. Try to keep your cards from the "set" appearance given by type. Allow them a free and easy appearance. Remember that your work is not going to be criticized as a work of art but for its selling and trade drawing value.

You will note in a good many of my illustrations letters that are not perfect but have that free and easy show card appearance.

To begin practice lay out a half sheet of cardboard with guide lines one and one-half to two inches apart according to the size of the brush, you are using. Practise and re-practise many times the exercises and letters shown in the chart.

Fig. No. 2 illustrates the method for practice work.

Fig. No. 3 gives the correct position of the hand while holding the brush.

The Chart.

The "A" is a six stroke letter. Care should be taken to get both sides of the same slant. Note the position of stroke three.

Stroke three of "B" is placed above the centre of the letter. This is not a

necessity but gives it a more show card appearance than if it were placed exactly between the two guide lines. Note where the small cross bars indicate the joins of the strokes.

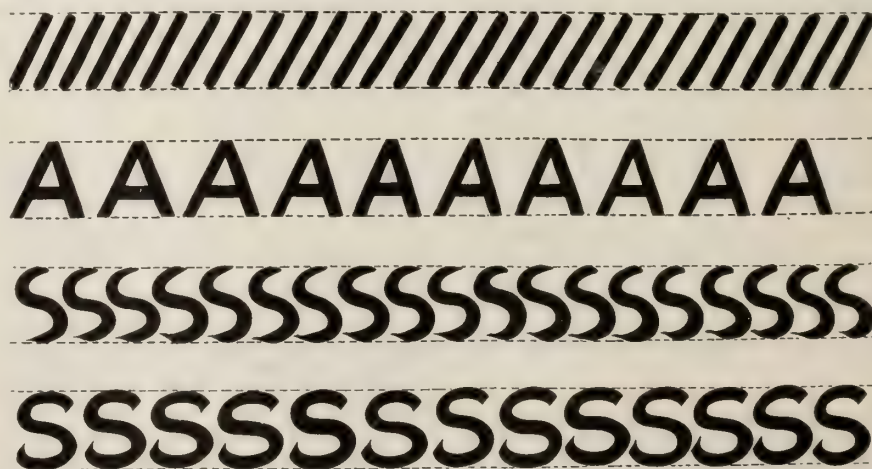
The "C" is composed of two main strokes. They must be made quickly as should all oval letters or curved strokes. The "D" is made with four strokes. Note where stroke four joins two and three.

Stroke three in "E" and "F" is curved. This is not necessary but it takes away their plain appearance. It can also be made straight.

A whole half sheet of cardboard is not too much to waste on the exercises before the "G." This stroke is used in the construction of several letters on this chart. Stroke three of the "H" must be kept parallel with both guide lines. The "I" is simple, must be made absolutely at right angles with the guide lines. The "J" has two main strokes.

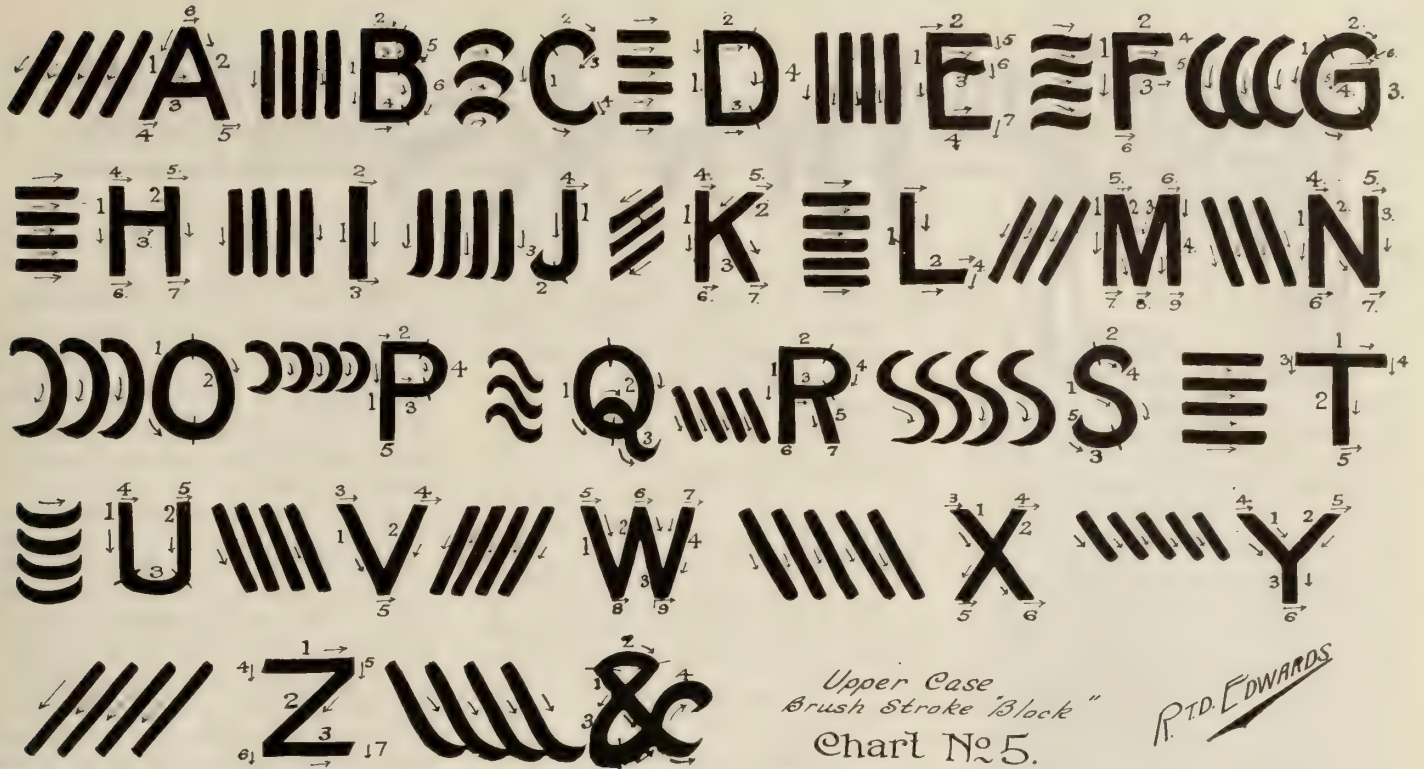
Stroke one must curve before it comes in contact with the lower guide line.

The second stroke of the "K" is made by drawing the brush in either direction. This is just a matter of which ever comes



*Practice Exercises
Fig. 2.*

This illustration shows how to conduct the practice exercises.



How these letters are made is explained fully in this article.

easier to the student. I make it both ways myself.

The "L" has two main strokes. Slant the end of stroke two as shown. Care should be taken to have the slant stroke of the "m" to join as nearly as possible in the centre of the two uprights on either sides.

Practise this letter many times. The strokes one and three should not be as far apart as the corresponding ones of the "m."

Only Two Strokes to the "O"

The "O" is the only two strokes letter in this alphabet. This letter cannot be practised too much. The strokes must be made quickly after they are begun. Note where the joins are. Remember that where the joins are shown it does not mean that the brush must stop abruptly at that point. In order to hide the joins it is necessary to overlap each stroke. The "P's" formation is similar to that of the "B." The difference is that the centre stroke comes exactly in the centre instead of nearer the top, as in the "B."

The tail of the "Q" is made with one stroke and with practice does not need a finishing stroke on the end. The rest of the letter is the same as the "O."

The "R" is the same formation as the "P" with stroke five added.

The "S" seems to give the beginner the most trouble of all. There are three main strokes in it. The top of the letter is slightly smaller than the bottom. This letter should be practised many times. The preceding exercise is very beneficial to the beginner. Stroke two

of "T" should meet that of stroke one squarely in the centre.

The strokes one and two of the "U" should stop about an eighth of an inch above the lower guide line in order to let stroke three curve up at each end and still rest on the lower guide line. Stroke one and two of the "V" are similar to those of the "A," only reversed. The "W" is two "V's" put together. Both sides should be of the

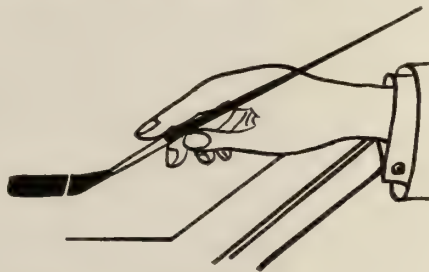


Fig. 3.

same angle. The two main strokes of the "X" should cross as near the centre as possible. Strokes one and two of the "Y" should meet stroke three at equal distance between the guide lines. The "Z" will need a lot of practice. The slant stroke should specially be gone over often.

This is only one of the many designs of "&" that are popular with card writers. The finishing strokes should not over-run the width of the main strokes. The arrows indicate the direction in which to draw the brush.

Cleanliness of the Show Card.

There are many little things which a beginner has to be careful of while learning to write cards, and most of them are

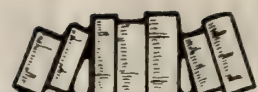
found out by experience. Here is one which some think should be left to a person's own common sense; but I'm sure that a little time spent on it is not lost as it results in less work for you and less expense for the store in which you are employed. It is the cleanliness of the show card. It is often a great surprise to me, when I go into an exceedingly clean, well fitted store, to note show cards or price tickets soiled from finger marks or dust stained from long usage. The reason why these cards are left up has always been a mystery to me. There is just as much sense in a merchant or clerk wearing a dirty collar as there is of having a soiled ticket up for the public to see. These cards should be cleaned up if possible, and if that cannot be done, replaced with new ones. There are several kinds of rubber used for cleaning marks of cards but few if any will take a finger mark off completely owing to its oily nature. The best method for the removal of these disfigurements I know is by using dry pumice stone. This when rubbed on with a clean cheese cloth will remove the spots successfully. It should always be kept in a flat wooden or cardboard box that is easily gotten into.

Rub lightly until the spot is removed. By using this you can save many dollars' worth of tickets in a lifetime, and it makes the cards almost as good as new.

There are many other kinds of stains which mar the appearance of a show card and that cannot be removed successfully. This card should then be destroyed.



Books



REPORTS OF BEST SELLERS.

From Different Canadian Cities.

Toronto.

1. Pollyanna Grows UpPorter.
2. Angela's BusinessHarrison.
3. Man of IronDehan.
4. Still JimWillsie.
5. Girl of the Blue Ridge.....Erskine.
6. Ruggles of Red GapWilson.

Hamilton.

1. Pollyanna Grows Up .. E. H. Porter.
2. Man of IronRichard Dehan.
3. The Keeper of the Door.....
.....Ethel M. Dell.
4. Holy FlowerRider Haggard.
5. Ruggles of Red Gap.H. Leon Wilson.
6. Angela's Business...H. S. Harrison.

Winnipeg.

1. Ruggles of Red GapWilson.
2. Angela's BusinessHarrison.
3. Who Goes There?Chambers.
4. The Man of IronDehan.
5. Little Sir GalahadGray.
6. Pollyanna Grows UpPorter.

Editor's Note.—Russell Lang & Co., in sending in their report, say: "We have sold more of Col. Steele's book, 'Forty Years in Canada,' than all fiction combined."

Regina, Sask.

1. Man of IronDehan.
2. Mr. Grex of Monte Carlo.Oppenheim.
3. Keeper of the Door.....Dell.
4. Lone Star RangerJane Grey.
5. Little Comrade ...Burton Stevenson.
6. Who Goes There?Chambers.

Edmonton.

1. God's Country and the Woman.....
.....Oliver Curwood.
2. Angela's Business
.....Henry Sydnor Harrison.
3. Still JimHonoré Willsie.
4. BealbyH. G. Wells.
5. Bred of the Desert..Marcus Horton.
6. Little Sir GalahadP. Gray.

Victoria, B.C.

1. Keeper of the DoorE. M. Dell.
2. God's Country and the Woman.....
.....Curwood.
3. Man of IronDehan.

4. Before the Gringo Came...Atherton.
5. BealbyH. G. Wells.
6. Contrary MaryTemple Bailey.

London.

1. Pollyanna Grows Up
.....Eleanor H. Porter.
2. Angela's Business
.....Henry S. Harrison.
3. The Turmoil.....Booth Tarkington.
4. Who Goes There?
.....Robert W. Chambers.
5. The Keeper of the Door.....
.....Ethel M. Dell.
6. The Valley of Fear..A. Conan Doyle.

St. John, N.B.

1. Pollyanna Grows UpPorter.
2. The Turmoil.....Booth Tarkington.
3. Contrary Mary.....Temple Bailey.

THE BEST SELLING NOVELS

Canadian Summary

(During the Month of May)

- | | |
|---------------------------------------------------|----|
| 1. Pollyanna Grows Up. Eleanor H. Porter | 79 |
| 2. The Man of Iron. Richard Dehan | 78 |
| 3. Keeper of the Door. E. M. Dell | 57 |
| 4. Angela's Business. Henry Sydnor Harrison | 53 |
| 5. The Turmoil. Booth Tarkington | 49 |
| 6. Who Goes There? Robert W. Chambers | 42 |

U. S. BEST SELLERS.

(As Compiled for Baker & Taylor's Bulletin.)

1. Pollyanna Grows Up. By Eleanor H. Porter.
2. Still Jim. By Honore Willsie.
3. Pollyanna. By Eleanor H. Porter.
4. The House of the Misty Star. By Frances Little.
5. The Girl of the Blue Ridge. By Payne Erskine.
6. The Turmoil. By Booth Tarkington.

BEST SELLERS IN ENGLAND.

(As Compiled by W. H. Smith & Sons.)
Who Goes There? R. W. Chambers.
A Bride of the Plains. Orczy.
Marriage by Conquest. W. Deeping.
Allward. E. S. Stevens.
Mr. Washington. M. Bowen.
Loneliness. R. H. Benson.

4. Keeper of the Door...Ethel M. Dell.
5. Audacious WarBaron.
6. With the AlliesDavis.

Halifax.

1. The Man of IronDehan.
2. Keeper of the DoorDell.
3. Hepsey BurkeWestcott.
4. The Sword of YouthAllen.
5. Angela's BusinessHarrison.
6. The Graves at Kilmorna...Sheehan.

St. Catharines, Ont.

1. Who Goes There?Chambers
2. Polyanna Grows UpPorter.
3. Contrary Mary
4. House of Misty Star
5. Pep

MUSIC IN PUBLIC LIBRARIES.

The following communication has been received, dealing with the report appearing in the last issue of the Free Library of Musical Publications to be established at the College Street Library in Toronto:

Editor of Bookseller and Stationer:

Gentlemen.—In your May issue you state that Toronto Public Library is the first to have a free circulating library of music. Now, who told you that?

It sounds very advanced for Ontario, but this library has had a library of music circulating since 1901. Goodness knows it is hard enough to get ahead of Dr. George Locke, whom I consider holds the key to the library situation in Canada. I copied the idea from a free library in Massachusetts, and I think I've been told that Hamilton, Ont., has since copied the idea from Westmount. It will in time become a part of every free public library to circulate good music and copies of good pictures, which help in the general uplift, as well as good books.

I will put in a page from our April Bulletin, to show you what music we accessioned that month.

Cordially yours,

MARY S. SAXE,

Westmount Library, Librarian.

Westmount, P.Q., Canada.

June 1, 1915.

The page referred to in Miss Saxe's letter lists the following music entered in the Westmount Library in April:

Albenzi, I., Album of Eight Pieces for the Piano-forte; Andre, Rene—Modern Dance Album; Bossi, C. Adolfo—Six Pieces for Organ; Carl, Dr. William C.—Christmas Music for the Organ; Debussy, Claude—Album of Five Pieces for the Piano; Dutton, Theodora—Six Early Pieces; Gaul, Harvey B. (tr.)—Seven Pieces by Russian Composers; Harker, F. Flaxington—Six Easy Woodland Sketches for the Piano; Koplow, A.—The Dreaming Child, Second Album of 12 Pieces; Murphy, Louise—Little Book of Bird Songs; Schytt, Ludvig—Modern Etude-cycle for the Piano-forte; Schytt, Ludvig—The Palette; Schytt, Ludvig—Ten Easy Transcriptions for the Piano-forte.

Books and Writers Being Talked About

One of Jefferey Farnol's earliest short romances, "The Chronicles of the Imp," is just being published in England. It was brought out in this country several years ago under the title of "My Lady Caprice." The author of "The Broad Highway" is now at work at his home in Kent, completing a new long novel.

Having tried both, being one of the editors of the Dry Goods Economist for several years, as well as a newspaper writer, Stanley Shaw, author of "A Siren of the Snows," believes trade journalism offers a far less crowded and more comfortable field than daily journalism. "There is not the rush and drive to trade paper production that is necessary in getting out a daily," he says. The positions are also more permanent and the pay quite as liberal. Not only the ability to write clearly and entertainingly, but a thorough understanding of and an extended experience in the business about which the paper treats, are absolute necessities to the trade writer. The demand for capable men of this sort exceeds the supply and a good trade writer can always secure a position at a salary commensurate with his abilities.



ERNEST POOLE.

A picture taken when he was in Russia. The tenth edition of his remarkable novel, "The Harbor," is announced.

BOOKS FOR GIRLS AND BOYS.

Canadian booklovers will be interested in learning of special series of books for boys and girls, as for instance the "Children of Many Lands" books. The latest issue in this series is "When I Was a Boy in Belgium," in which the author, Robert Jonckheere, the first refugee to write a book, tells how Belgian boys and girls pass their childhood, describing home and school life, games, duties, food, clothing and other things that Canadian children will want to know. Other titles are, "When I Was a Boy in Palestine," by Mousa J.

Kaleel, who was born ten miles from Jerusalem, and grew up in the same way that children of the Holy Land have known since the days of Solomon; "When I Was a Boy in Greece," by George Demetrious, a talented young man recently from Macedonia; "When I Was a Boy in Japan," by Sakae Shinya, who was born near Tokio, beginning the study of English at the age of twelve at a Methodist school; "When I Was a Boy in Italy," by Marietta Ambrosi, who was born in the Tyrol, who came to America in early womanhood, and "When I Was a Boy in China," by Yan Phou Lee, a young man who was sent to America to be educated, and who finally graduated with honors at Yale.



OPPENHEIM AGAIN.

"You've got to hand it to that guy Oppenheim," said the young bookseller, just graduated from the ranks of the newsies. He was telling of the author's rapid delivery of book after book of the sort most people like to read as he recounted the merits of the book, Mr. Gex of Monte Carlo, which is still in the ranks of new books when along comes

magical to see such progress." Mr. Dent made passing mention of his trip through the United States, visiting colleges and universities, he found much sympathy with the Allies. There was no song of hate, but rather a "chant of love."



RICHARD DEHAN
(Clotilde Graves)

Author of "The Man of Iron."

"Out of Work" is the name of a book that can be depended upon to awaken considerable interest. The author is Frances A. Kellor and her message is addressed to every man or woman with a job or a neighbor without one; every industry that has retrenched this year and others, and every city and State in which men and women are hunting work and to the Government whose is the only power extending over much territory as is covered by industry, and by men hunting jobs. It is a comprehensive volume of nearly 600 pages.



A LIBRARY RECORD.

In a leaflet published by the New York Public Library the statement is made that during the year 1914 the number of books lent for home use by that institution was 9,516,482. The record is said to be undoubtedly without a parallel in the history of libraries, ancient or modern. Besides affording a just tribute to the efficiency of the New York Public Library as a circulating medium, the imposing figure is eloquent of the popular interest in books. In addition to the figure already quoted, there were over 2,500,000 people served in the reading rooms of the library during the year.

another Oppenheim novel "The Double Traitor," a story of the diplomatic events leading up to the present war.



VISIT OF MR. DENT.

J. M. Dent, the English publisher, has been in Canada for several weeks, and went through to Victoria, B.C. He delivered addresses on the effect of the war to Canadian clubs in several of the chief cities. Speaking at Victoria in giving his impressions of Canada, especially referring to the West, he said, "It is simply marvellous and somewhat

Killed in Action

The Toronto branch of J. M. Dent & Sons received on May 17th from the London house, a letter in which was contained a paragraph with the sad intelligence that Paxton Dent has been killed in action on April 28th.

Paxton Dent together with his brother Austin, who has been in the Dardanelles district for many weeks past, were the first to enlist at the call to arms. Over forty other members of the staff followed their example.

When it is realised that Paxton Dent passed through Oxford only three years ago and, Austin through Cambridge eighteen months ago, and they had everything before them in the way of position and comfort, an idea of the loyalty that actuated them in their voluntary enlistment may be left with the readers to judge.

J. M. Dent, the head of the concern, has just completed his Canadian and American tour.

The Canadian trade deeply sympathizes with him.

Turnover About a Million.

A total turnover of about a million dollars was shown by the reports of the Methodist Book Room, presented to the Book and Publishing Committee on May 12. This was a slight decrease over last year, but the net profits were nearly equal to any previous year. The sum of \$23,000 was voted to the Ministerial Superannuation Fund, and a vote of congratulation was presented to Rev. Dr. William Briggs upon the success of the year. For the first time, the total circulation of the Methodist periodicals has exceeded half a million.

Reading More Books

The statistical reports of the Toronto Public Libraries showed an increase of 25-per cent. in the circulation during the month of April over the corresponding period of last year. The increases were chiefly in children's books, reference books and those in history and geography having relation to the great war.

Word from Henry Sydnor Harrison, creator of "Owed" and author of "Angela's Business" and "V. V's Eyes," comes by way of a letter written from Dunkirk a few weeks ago to a friend. It will be remembered that Mr. Harrison went in February to London where he spent some time perfecting his French under the instruction of a Belgian refugee, and learning to drive a motor. The letter says in part:

"A little while after I arrived in Paris, I secured a job as ambulance orderly with the American Ambulance at Neuilly. I hung around nearly two

weeks with practically nothing to do, and then last Saturday got a chance to come here with one section which bases at this point. We have ten ambulances, a supply car, and a stripped car, and make a fine showing when we move in convoy. This section probably does more work than any of the four or five others we have out. I expect to have my own ambulance to run after a while, and to see and do a good deal before I come home.

"For a few days we are stationed at Wormhondt (find it on the map if you can) and were right in the midst of what will undoubtedly prove to be a big historic movement of troops — French soldiers going south as the English (K's army) came in to take up the left of the line. I have heard the guns rumbling, too.

"Excuse a short and poor letter. We make our working headquarters in the railroad station, and have a shed as big as a hall bedroom to set in when not transporting 'malades' and blesses.' I am sitting there now on a hard bench with no back, at a table of dirty bare boards, with people swarming all over me and much noise. I forgot to say that I wear a khaki uniform and would be mistaken (at a long distance) for a soldier."

A new edition is being brought out of Edward J. Russell's "Soil Conditions and Fast Growth." The author is the soil chemist at the Rothamsted Experimental Station, Harpenden, England.

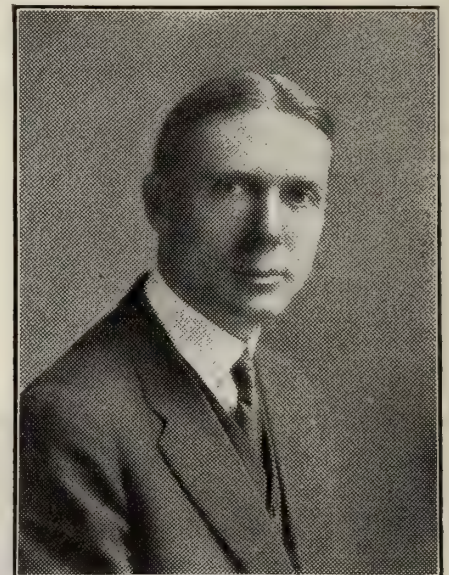
The publication of Emile Verhaeren's play "The Cloister," translated by Mr. Osman Edwards, inaugurates the New Poetry Series of a London publishing house.

Admirers of Havelock Ellis will learn with interest that a new edition of his "Affirmations" is to be issued in an enlarged form. In addition to the essays on Nietzsche, Casanova, St. Francis of Assisi, Huysmans and Zola. Mr. Ellis has written an important new preface, which makes the book much more than a mere re-issue of an early success.



Making Tea with Tea Ball.
—From Janet Hill's book, "Cooking for Two."

The illustration presented here of "Making Tea with Tea Ball" is from a practical little volume entitled "Cooking For Two," recently published.



H. H. KNIBBS,
Author of "Sundown Slim."

Manners and Morals.

Manners and morals will not be neglected in the teaching of Ontario's children. The withdrawal of the first book on the subject has made way for "The Golden Rule Books," which the Minister of Education has authorized. He has notified Chief Inspector Cowley, of Toronto, that these books on manners and morals must be in the hands of pupils by September next. It is left to the trustees to say whether the Board of Education supplies them free to the pupils or whether the pupils will be required to buy them for themselves. They will cost at least \$2,600 for Toronto.

Service does not come from the right performance of one or two things. It is the performance of many things, with the whole tenor of the store and its organization being bent in the direction of satisfying and pleasing customers.

Books of Special War Interest

The Copp, Clark Co. report as their present best selling novels, "Contrary Mary," "The Sword of Youth" and "The Flying U's Last Stand," while in non-fiction the best sellers are "German Kultur," "The Anglo-German Problem" and "With the Allies." In juvenile books the strongest in demand are Elizabeth O'Neill's "The War 1914-1915," and "The Guns of Europe."

Great interest is being manifested in the trade in the appearance of the "movie" books this month, "Runaway June," "The Perils of Pauline" and "The Exploits of Elaine," in view of the great interest created by these stories by the film presentations.

Mabel Barnes-Grundy has written a new novel entitled "Candytuft—I Mean Veronica."

"The Sword and the Cross," by Silas K. Hocking; "Conscience Money," by Sidney Warwick; "Roding Rectory," by Archibald Marshall; "A Waterfly's Wooing," by Annesley Kenealy, are among the English novels just brought out in Canadian editions.

Two books of importance just out are Tracey and Boyd's "Painless Childbirth," being an account of the Freiburg experiences in "Twilight Sleep," and its extension in America, and Sarah Comstock's "Mothercraft," the latter telling how the inexperienced mother of yesterday can become the expert mother of to-morrow.

"Come-on Charley" is an amusing new book which is enlightening withal. Its author is Thomas Addison.

Andrew Soutor's "The Honor of His House," "Through Stained Glass," by the author of "Home" and "Tainted Gold," by H. Noel Williams, have just appeared.

The author of "Barbed Wire," E. Everett Green, has given us another interesting novel entitled, "The Double House."

"The Boys' Outdoor Vacation Book" by A. Hyatt Verrill, and "Catcher Craig," by Christy Mathewson, the great pitcher of the New York Giants," are two new books for boys.

"Culture by Conversation," by Robert Waters, out this month, shows what a mighty influence is exerted by conversation in education and culture.

Admirers of "Big Tremaine" will be interested in the coming of a new novel this month by the same writer, Marie Van Worst. The title is "Mary Moreland."

"The Watch Dog" by Arthur Hornblower is a new novel out this month.

George Smithers and Mr. Ritchie, back from their spring trips with the Copp, Clark Co.'s import lines of books report satisfactory business with the booksellers, considering this year's unusual conditions.

The Germans and Africa, a new book written by Evans Lewin, Librarian of the Royal Colonial Institute, London, England, tells of the aims of the Germans in Africa, and how they acquired their German colonies. The story of German effort in Africa is almost entirely one of intrigue and trickery, it is related here without passion, and therefore with greater effect. Many have doubtless wondered how the German colonies were acquired in East and South-West Africa, and why the British Port of Walfisch Bay made an isolated pink spot on the map of German West Africa. Has it been realized that the conquest and absorption of Belgium was part of the plan for a great German African Empire. That with Belgium under foot the Congo would pass into German possession, and in the event of France being crushed the French African possessions would be forfeited to the conqueror. All these points Mr. Lewin makes clear, but the greatest factor of all in the German African policy is demonstrated with unmistakable precision—the jealousy of British colonial success, and the determination to thwart its further progress. The Kaiser's historic telegram to Kruger was not sent on impulse; it was a link in the chain of German intrigue in South Africa, the full extent of which has only been revealed since the war broke out. Cecil Rhodes' dream of the Cape to Cairo all British route roused the Pan-German party to fury, and the method by which the dream was shattered is an illuminative example of German unscrupulousness.

In his volume, "The Third Great War in Relation to Modern History," Laurie Magnus points out some very interesting analogies between this war and the war of the Spanish Succession at the beginning of the 18th century and the Napoleonic wars at the beginning of the 19th century. The book shows why the treaties on the two past occasions failed to prevent the present great war and presents facts and ideas on which to build a lasting peace.

In "Business Methods and the War," Lawrence R. Dicksee, Professor of Accounting and Business Organization in the University of London, shows how the ravages of the war may rapidly be made good by sound and intelligent business methods. Questions such as the capture of trade, emergency legislation, war prices and balance sheets are discussed.

"The World In the Crucible" is a new war book of special importance and

of special interest for Canadians because its author is Sir Gilbert Parker.

"Stories of Kitchener and His Ancestry," by Clare Jerrold, is a new book out this month. Other books of war interest among the newly issued volumes are "The Audacious War," by Baron; "Secrets of the House of Hohenzollern," by Graves; "Behind the Scenes in Warring Germany," by Edward Lyall, and "Five Fronts," by Robert Dunn, correspondent of the New York Post.

Prepared by professors of Toronto University, the Canadian Soldiers' Manual for French and German has been published as a gift from the St. Andrew's Brotherhood Canteen Committee.



SEIZED BY THE GERMANS.

London, England, May 1.—Raphael Tuck & Sons have been notified by the Board of Trade that an announcement has appeared in the "Reichsanzeiger," the official Gazette of the German Empire, that the branch business established by the firm in Berlin some eight years ago for the sale of their "Oilette" postcards and other British publications, has been sequestered, and the business and assets sold by the German authorities.

It appears that soon after the outbreak of the war this Berlin branch of Messrs. Raphael Tuck & Sons, which was in a most flourishing state—important sums being due to the house at the time from customers throughout Germany and Austria—was taken over by the German government, and an official administrator placed in charge. Shortly afterwards violent attacks directed against Messrs. Raphael Tuck & Sons appeared in a leading Berlin journal, calling upon the German public to boycott the art productions of this well-known British house, and similar articles were published in some two hundred journals throughout the German Empire, these attacks finally culminating in the sequestering of the business by the authorities.

In reply to this official information, Raphael Tuck & Sons intimated to the Board of Trade that they would naturally look for the intervention of His Majesty's Government with regard to this sequestering of their property at the conclusion of the war.



Redcliff, Alberta.—Blundell's book and stationery store, formerly located on First Street, has moved into larger premises on Broadway.

A Sketch of Eleanor H. Porter

Author of the "Pollyanna" Books.

ELEANOR H. PORTER, whose literary fame has become world-wide as the author of "Pollyanna," is again in the limelight as the author of the book which at the present time is the best selling novel in both the United States and Canada. She is a native of Littleton, New Hampshire, but her present home is Cambridge, Mass., her husband, J. Lyman Porter, being a prominent business man of Boston.

smooth and untroubled road to success. There were many obstacles and discouragements to contend with. Manuscripts would come back time and again from successively unappreciative publishers, but finally she struck a "pay streak," and after finding her way into print, she succeeded in placing many other stories, until in 1907 she succeeded with her first book, "Cross Currents," so well, in fact, that it called forth a sequel entitled, "The Turn of the Tide."



ELEANOR H. PORTER

Her latest success continues the career of the beloved Pollyanna, its title being "Pollyanna Grows Up." Before saying anything further about this new story, a brief sketch of its author's career will interest the readers of this magazine.

After attending the public and high schools of her native town, Eleanor H. Porter entered the New England Conservatory of Music at Boston, she having decided to enter upon a career in music. In fact, she sang in many public entertainments and in church choirs in different New England cities during and following her conservatory studies, and could undoubtedly have attained great success in the pursuit of a musical vocation. But the faculty for writing asserted itself, and she began with short stories. The apprenticeship was no

Then a few years ago came "Miss Billy," which was an outstanding success.

In speaking of this book, it may be observed here that the inspiration for the story was the author's acquaintance with three bachelor friends who kept house together, and she decided to put them in a story, hence the skeleton upon which the novel "Miss Billy" was built. Subsequently came the sequel, "Miss Billy's Decision," this decision involving the breaking up of the triple alliance of bachelorhood, by one of them taking unto himself a wife in the person of Miss Billy. The Billy books naturally occupy a warm spot in the heart of their creator; and, speaking of them, she once said: "I have just heard that one of the three men of my story has married. As a matter of fact, I mar-

ried him off in fiction at least two years earlier."

Mrs. Porter is methodical in her literary work. For instance, she keeps a card index file, and in that cabinet she has available for easy reference data about almost every conceivable subject. The value of this system is apparent when the curious collection of stories brought together by William Henshaw in her novel "Miss Billy" is called to mind. To deal with perfect accuracy with these articles or devotion to other hobbies which enter into the characteristics of any of the personages in her stories, she need only delve into the file cabinet in order to obtain the authoritative facts from entries in the cards and clippings filed with them.

Attached as she is to "Miss Billy," "Pollyanna" is her prime favorite, which is only natural, considering the unbounded success of "Pollyanna," the "glad" book, of which well on towards 300,000 copies have been sold in the United States, Canada, and Great Britain.

The second "glad" book has already gone into three editions, exceeding a total of 125,000 copies.

Speaking of the success of her book, "Pollyanna," Mrs. Porter expressed the opinion that it was an evidence that a reaction had come, people having wearied of the problem story. Now they welcomed stories of an uplifting, inspirational nature, rather than those depending for success on involved situation. This she considered a most gratifying change.

In an interview which appeared in a Boston paper, Mrs. Porter said:

"The idea of 'Pollyanna' came in the most usual way. I played the 'glad' game myself. Then I thought of a little girl coming to this town. I had my synopsis, which I wrote on a small piece of paper and left around for some time. Then I worked on it a while, changed it, and one morning decided to write. I always write in the morning. I will write an entire day without stopping for meals, if not interrupted.

"The first thing I knew, Pollyanna was a living being with me. She seemed to be with me, and as I felt I wrote.

"I have received hundreds of letters from all over the world. I have received many compliments, but the one I prize most was really not meant to be the compliment it was. Only the writer can really appreciate it. It came from a club in Scotland which had taken for its motto, 'Be Glad, Be Good, Be Brave.' For each sentiment they selected an ideal. These were Pollyanna, Florence Nightingale and Captain Scott, the explorer.

(Continued on Page 44.)

Books Received

Sketches of the Great Painters. Edwin Watts Chubb. Cincinnati: Stewart & Kidd. \$2.00.

Here is a biographical and critical work, not for the connoisseur, but for all lovers of the beautiful, dealing with fifteen great painters who are pre-eminent among the old masters.

It provides graphic descriptions of the life and personality about each of these painters and an entertaining description of one of his masterpieces. It is a volume that will not only entertain the average reader but he will imbibe much valuable information about these great masters of painting.

Air Craft in the Great War, by Claude Grahame-White and Harry Harper. Toronto: S. B. Gundy. \$1.50.

It is interesting to note the observation of the authors that the aeroplane has rendered trebly important the factors of time and distance. The co-operation of aeroplanes with artillery has proved extraordinarily effective, influencing operations almost as much as has the scouting by air. It is the opinion of the authors that such success will scarcely be obtained in future wars, as aeroplanes will be more susceptible to attacks from hostile craft. One of the surprises of the war has been the use made of aeroplanes in destructive raids; the more so as their success has been human, rather than mechanical. Airmen have triumphed by their own personal daring over the limitations of their craft. On the other hand, large airships have proved disappointing. They are the size of a battleship, offering a large target, without the battleship's armor or guns. It is interesting to note that the Zeppelin has been unable to rise high enough to escape gun-fire from the ground. "In making a bomb raid by day she courts destruction; and at night she cannot see to drop her bombs with accuracy." The Zeppelin, as used in this war, has all the drawbacks of her size, without realizing their advantages." The military aeroplane is still in its infancy, but the authors have succeeded in this volume of over three hundred pages in showing that it has a great future, and that its development, as the result of this war, may be so rapid as to justify the wildest dreams of airmen.

Miranda. Grace L. H. Lutz. Toronto: McClelland, Goodchild & Stewart. \$1.25 net.

Everyone fell in love with Miranda when she first appeared in "Marcia Schuyler." Her naturalness and irresistible spirit made all of us wish that she might sometime have her own romance. Here it is, Miranda falls in love. Who

could imagine it? Miranda, irresistible, yet more lovable than ever, leads her rivals and other plotters a spirited chase, enjoying herself immensely the while. We again meet with those old friends, the Griscoms, the Spaffords, the Whitneys, the Heaths, and, of course, Marcia Schuyler.

What Should I Believe? George Trumbull Ladd. New York: Longmans, Green & Co. Cloth, \$1.50.

An enquiry into the nature, grounds and value of the faiths of science, society, morals and religion. A companion volume to "What Can I Know?" and "What Ought I to Do?"

Doodles, The Sunshine Boy, by Emma C. Dowd. Toronto: Copp, Clark Co. Cloth, \$1.25.



An Illustration from Doodles.

Doodles is a lame boy and was intensely musical. Many kindnesses were accorded him and eventually a noted surgeon cured him.

The Keeper of the Door. E. M. Dell, Toronto: Gundy. Cloth, \$1.25.

The Keeper of the Door, a physician whose duty it is to guard the portal through which the world-sick soul seeks escape. He must fight the enemy. Death, even when the latter comes in friendly guise. On an impulse more generous than wise, the heroine puts into practice the other view, that in an extreme case of hopeless suffering the extra drop in the spoon that converts a harmless sedative into a death-dealing potion, is the only fair way. The story revolves around this act, its effect on the heroine, the physician whom she loves, and one who seeks revenge. It shows the author's remarkable story-telling genius at its best.

Christianity and International Peace. By Dr. Charles Edward Jefferson, New York, T. Y. Crowell Co., cloth \$1.25.

One of the most vigorous presentations of the question of world peace which has yet appeared is this from Dr. Jefferson's pen. It was first given

in the form of six lectures at Grinnell, Iowa, the subjects being: "The Greatest Problem of the Twentieth Century," "The Bible and War," "The Church and Peace," "Christianity and Militarism," "Fallacies of Militarism," and "What Shall We Do?" Dr. Jefferson is no recent convert to the peace movement, having studied and labored for twenty years in its behalf. He brings a seasoned opinion to bear upon the subject, and a clear vein of logic which will at once hold the reader, whether of his way of thinking or not. His denunciation of militarism is unsparing, and he shows that not one nation alone but every nation falls under this term. In the light of the recent agitation in America against military unpreparedness, the opposite point of view will challenge argument. Indeed, this suggestive book invites quotation and comment at every point, and is well worthy of the closest reading. For example, Dr. Jefferson says that since the U. S. has a Department of War, why not also have a Department of Peace? Why not devote a fraction of the sum spent annually on armaments in cultivating the goodwill of other nations? Finally, he looks to the world federation of nations as the ultimate goal.

Men, Women and War. William Irwin. London: Constable. 3s. 6d.

Democracy, attacked from within and without, is on test, says the author in his preface. "If the more civilized European nations fail, the end will be worse than war." Regarding his book, the author says: "I have recorded myself in these scattering essays as an adversary of war; but I beg the reader to let nothing which I have said carry the implication that I would turn the more civilized European nations back from their task."

Jovial Jottings From the Trenches, by Captain Wideawake. London: G. C. Harrap & Co. ls.
Amusing and topical.

An interesting new book on the feminist movement is "Ecce Mater," by M. A. R. Toker, issued by the Southern Publishing Co. of London. Starting with the assertion that if there were no other book in existence but the four gospels we should not know that women had ever occupied an inferior position to men, the writer proceeds to prove this in a way which is most interesting, many historical and modern facts being brought to bear in order to strengthen the case as presented by this writer. The first part of the book is devoted to a reverent analysis of Christ's treatment of women.

Books as Merchandise and Something More

Books are the Boys' Favorite Recreation—Book "Stimulants" as Bad as Alcoholic Stimulants—Easy to Win Boys to Better Reading.

ALTHOUGH directed to the members of the American Booksellers' Association at the convention in New York, in May, the following report of an address by Franklin K. Mathiews, Chief Scout Librarian of the Boy Scouts of America, will vitally interest Canadian booksellers, and in fact everybody concerned about the welfare of boys and what they should read:

The subject that I want to present this morning is "Books as Merchandise, and Something More."

Books are merchandise, as much so as any other article of trade. Booksellers, therefore, put back of and into their business the same enterprise, the same energy and efficiency that characterize the successful merchandising of any commodity of trade.

But books are something more than merchandise, as bread and meat and groceries are something more than merchandise. As these necessities are food, so also are books a food and a necessity for proper nourishment of mind and soul.

Books are More Than So Much Merchandise.

Because books are something more than merchandise, to every bookseller there comes not only the right of all merchandisers, the right to make a living, but upon him, as upon all business men, there rests the obligation to discharge certain duties to his customers, with the same efficiency and enterprise and energy as that which inspires him when as a bookseller he exercises his right to make a living.

"Sometimes I have discussed with booksellers the propriety of selling certain books, and now and again the answer will be: 'Well, business is business. I am not a philanthropist, neither am I in business for my health, but to make money.' I am willing to admit all that. 'Business is business,' yet are we not learning more and more that that only is good business which is considerate of the other fellow; that it is in proportion as the employer is considerate of the employee, as the employee is considerate of the employer, in proportion as the merchant renders good service to his customer, that business is established upon sound foundations.

I believe most booksellers are of this opinion, and am prompted to accept this opportunity to bring to your attention the menace of the moment that threatens the youth of our country. In the early teens most boys read more books

than at any other period of their lives. At this time the average boy will read anywhere from one to three or four books a week, if he has the opportunity. I received recently a letter from the efficiency teacher in the public school system of a large suburban city. A list of ninety-eight books was enclosed, representing the reading of a boy during his summer's vacation.

Books are the Boys' Favorite Recreation

One of the managers of the circulation department of the Curtis publications was asked what premiums in their "Book of Prizes" were most popular with the tens of thousands of boys who sell their publications. With more than five hundred articles listed, all chosen especially to delight the boy heart, the boys, he said, asked for books oftener than for any other one thing. In a recent survey made in Rochester, N.Y., when the question was asked of the school children as to what they did between Friday afternoon and the following Monday, it was discovered that they spent the largest percentage of their time reading. A study was also made of the "hobbies" of 933 boys, and again it was found that boys spend more time reading than in any other recreation.

Such information is most gratifying, but it must also be understood that in practically all surveys of children's reading made by librarians and teachers, almost without exception the unwelcome fact is disclosed that the books of the "underground library" are as influential as those circulated by public means.

The Nickel Novel Fast Disappearing.

Happily, though, the volumes of the dime or nickel novel are fast disappearing from this private circulating exchange. The writers of the nickel novels are being hard hit. The motion-picture show for five cents is offering such a good substitute that many of the men who write this slot-machine literature are having a hard time disposing of their product. A letter recently appeared in the New York Times signed by one of the authors of the nickel thrillers. I quote a part of his letter:

"The decline of Shorty Muldoon, Jimmy Grimes, Frank Reade, Jack Wright, Nick Carter, and other heroes is not due to iconoclasts, but to the moving-picture shows, which have ruined their sales. Connected with a publishing house which was responsible for many of these old-time stories, and writing a part of some of them, I am in a position to know the reason, as I have

suffered, as have many writers, from the inroads of the movies."

Not so long ago there came to our office one of these nickel novel authors out of a job. He said he would like to write for our Boys' Life Magazine. Commending his ability, he remarked that he had written over 2,000 of these stories, and was prepared to furnish our magazine, upon order, any kind of a story upon any subject, telling us he was able to make it just as bad or just as good as we might wish.

Of course, we would have nothing to do with him, but some publishers do, and, as a result, we now have the nickel novel in the disguise of the bound book, selling at from 25 cents to 50 cents. In one case, the nickel novel—the Frank Merriwell series — has been bound in book form and until last year sold generally through the retail trade at 50 cents a volume.

Not all the new copyright books selling at from 25 cents to 50 cents are written by authors who formerly wrote the nickel thrillers. So far as I can learn, the situation seems to be this: About four years ago certain publishers began to make use of these nickel novel authors; then, certain other publishing houses, in order to meet the competition, set other authors to the task of writing books that would in title and contents compete with this latest fashion of the modern thriller.

What is the Matter With the Thriller?

What is the matter with these books? The same thing that is the matter with the nickel novel, not so much that they are gross in their ethics, but in their exaggeration. I have just been reading a book of this type in which the captain of a new submarine craft is represented to be a boy of sixteen: "though so young he had," so the author says, "after a stern apprenticeship, actually succeeded in making himself a world-known expert in the handling of submarine torpedo-boats." Continuing, we are told that with this brilliant young genius there are two other sixteen-year-old boys, and it is (here I quote from the book) "rumored, and nearly as often believed, that these three sea-bred young Americans know as much as anyone in the United States on the special subject of submarine boat building." In a previous volume of the series, "these three young friends secured the prize medal at Annapolis, where for a brief time they served as instructors in submarine work to the young midshipmen at the Naval Academy."

What is the influence of such books upon boys? They have the same result as the sensational nickel novel. How frequently do we hear it said: "Why, I used to read 'dime novels,' and they never did me any harm." What is usually meant is that the dime novel never led them to run away from home, or to commit a crime, or act in some other severely censurable way. True enough, judged by such a standard, but are you sure they never did you any harm, Mr. Dime Novel Reader of the past? Your statement sounds quite like the argument of the drinker who says, "Oh, drinking never done me any harm," and what is meant is, "I never get drunk." But are we not all learning latterly that liquor works other evil than to intoxicate? To-day, we would persuade men that the danger is not only that in drinking men may become drunkards, but that the use of stimulants even in moderation jeopardizes a man's economic efficiency, works serious injury to brain tissue and nervous system and vital organs, reducing constantly his power of resistance against disease.

Intemperance in Sensationalism.

So it is as regards sensational stories bound in paper or cloth. We must judge of the results not only as we find them in the records of the juvenile court, the reform schools, and the penitentiary, which represent only their influence upon the few, as drunkenness shows upon the few the results of drinking. What about the many who read these thrillers; may there not result to them an injury that is as definite and detrimental as that worked by the influence of drinking upon the many? I am persuaded that this is so, and, as close observers of their influence upon those who read them, we are as prepared to make out a reasonable case against them as the physician, who as student and practitioner, observes the results of intoxicants upon the moderate drinker. And the analogy is fair, since the "thriller" is only another form of intoxicants, for which some boys develop a taste like that of the old toper's.

One big argument to-day for temperance is that the use of stimulants reduces a man's economic efficiency. So it is as regards these thrillers. They attack a boy's mind in as deadly a fashion as liquor attacks a man's brain. One of the most valuable assets a boy has is his imagination. In proportion as this is nurtured a boy develops initiative and resourcefulness. The greatest possible service that education can render is to train the boy to grasp and master new situations as they constantly present themselves to him; and what helps more to make such adjustment than a lively imagination? Story books of the right sort stimulate and conserve this noble

faculty, while those of the viler and cheaper sort, by overstimulation, debauch and vitiate, as brain and body are debauched and vitiated by strong drink.

Book "Stimulants" as Bad as Alcoholic Stimulants.

In almost all of this "mile-a-minute fiction," some inflammable tale of improbable adventure is told. Boys move about in aeroplanes as easily as though on bicycles; criminals are captured by them with a facility that matches the ability of Sherlock Holmes; and when it comes to getting on in the world, the cleverness of these hustling boys is comparable only to those captains of industry and Napoleons of finance who have made millions in a minute. Insuperable difficulties and crushing circumstances are as easily overcome and conquered as in fairy tales. Indeed, no popular character of history or legend or mythological story was ever more wise, more brave, more resourceful, than some of these up-to-the-minute boy heroes are made to appear in these Sunday supplement juvenile stories.

In my judgment, to change the figure, all such books should be classed with explosives, and there should be a law compelling publishers to label them "Dynamite! Guaranteed to Blow Your Boy's Brains Out."

Boys Like Action.

Now, don't misunderstand me, I believe that in selecting books for boys we should do it with the keenest appreciation of the boy's taste. Boys are not interested in recreational reading because of its moral benefits. Like Robert Louis Stevenson, they read story books "not for the eloquence or character or thought, but for some quality of the brute incident." "The quality of the brute incident" which appeals most is action—there must be "something doing" all the time. It was an Irish lady who said, "I like the tears and the laughter laid on with a trowel, and plenty of lords and ladies, and I am not ashamed to say so. I get enough of real life in the work." "Not the tears, but the laughter, and plenty of action laid on with a trowel," is the way the red-blooded boy would put it, and neither would he be ashamed to tell you his opinion.

But it's not the action that's the trouble with the nickel novel in the disguise of the bound book; it is the reality of the unreal that kills. It plays havoc with his imagination. The aeroplane boy does a bunch of stunts that take the reader boy's imagination into a sky that has no real air. We hold that the motorboat boy guides an impossible craft over an impossible sea with impossible skill, and that the reader boy's imagination is lured into an expectation that is hopeless. Such theories, and all stories simi-

lar in their exaggeration, feed the imagination of the boy with an intoxicant which makes him a mental drunkard, if he takes enough of it. It is one of the miracles of the whole situation that so many boys escape the great disaster.

Cheap Reading Standards Vitate Characters.

But this is not all—not all the harm they work by a good deal. A mother writes: "So many books are loaned to our boys, full of excitement, but absolutely lacking in anything that calls out that ability and manliness which is so ready and waiting to be awakened in every boy." That is the second indictment I would bring against these cheap books; they are "absolutely lacking in anything that calls out that ability and manliness that is so ready and waiting to be awakened in every boy." Though the blowing out of the boy's brains may be the worst, it is very far from being the only result of their baneful influence; for these books, like liquor, work insidiously, damaging in ways that are not always quickly apparent.

In our homes and schools and churches and other community agencies, we instruct and train our children in ways of high thinking and right living, and then into the midst of it all, in a manner to which the child is most susceptible, in the form of a story, comes the iniquity of the cheap book to nullify at least our best efforts, if not ultimately to arrest the fullest and highest development of the child. Through the reading of these cheap books, ideals are lowered, high aspirations are throttled, tastes of every sort are vitiated, language is vulgarized, good manners coarsened, amusement standards lowered. In a word, the nobler mind, the finer emotions, are seared as with a red-hot iron. This is the danger of which as parents we need to be afraid.

And more's the pity not only because it ought not to be so, but because it need not be so. It need not be so because boys can be so easily won to recreational reading just as absorbing in its interest, but far more profitable. Manifestly, I am not speaking of "How Little Jimmy Died," or "Angel Willie's Prayer," or "Mr. Ebenezer's Early-to-bed's 'Hints on Success.'" Says one of our country's leading workers with boys, William McCormack, from whose article on "Boys and Their Books," I quote the titles above: "If the book has a blue cover and gilt lettering your boy is properly delighted, and shows it with glee to all his admiring friends and relatives. But after he has inscribed his name on the fly-leaf he stops short. He puts it on the parlor table, to be displayed to visitors. But he never thinks of reading it.

(To be continued in next issue.)

Gardening and Outdoor Books Strongly in Evidence

Book Lovers Quick to Respond to Enterprise of Booksellers in Featuring Strong Window Displays of Outdoor Books.

BOOKSTORE windows at this time of the year should be resplendent with outdoor books—books about gardening, camping out and wild life. In Toronto, Britnell's and other bookstores realize this opportunity for providing interest in such volumes and have had effective windows. The Eaton store had an "outdoor book" window which probably attracted more favorable attention because of its originality and strongly appealing nature, than any other window of all the departments of that store, which have been seen this year.

Fiction has not sold as well as usual this year but should be picking up with the several highly meritorious books of first rank novelists included in May and June issues, but the comprehensive range of titles coming under the general head of outdoor books should make June a good month in the book trade.

In considering books of all classes, works dealing with outdoor photography should not be overlooked. They can be readily sold to amateur photographers, whose name is legion.

Other books which will appeal to certain classes of people are books dealing with subjects all the way from bee keeping to big game hunting.

For people going to a summer camp, among the practical books that will appeal are such titles as "Backwoods Surgery and Medicine," "Camp Cookery," "Fishing Kits and Equipment," "The Boys' Camp Book," "In the Woods and On the Shore," "Camp Kits and Camp Life."

Outdoor books that have been enjoying a strong demand are such volumes as "How to Know Wild Flowers," "How to Know Ferns," "Our Native Trees, How to Identify Them," "How to Name the Birds" and "The Seasons In a Flower Garden."

Such volumes of "The Complete Gardener," "The Garden at Home" and "The Ideal Garden," by that authoritative writer H. H. Thomas, "The Rose Book" by that writer in collaboration with Walter Easlea; "The Well Considered Garden," by Mrs. Francis King, president of the Garden Club of America; "The Art of Landscape Gardening," by Samuel Parsons; "Camp Craft, Modern Practice and Equipment," by Warren Miller; "On the Trail," another camping book, by Adelia D. Beard; "The Boys Outdoor

Vacation Book; "Wild Flower Preservation," "A Collector's Guide;" and titles in lists of gardening books issued by well known publishing houses, are just a few of the volumes that may be successfully introduced in a concentrated bookselling campaign along lines suggested in the foregoing. Books dealing with baseball, tennis and other sports should also be included and the dealer will probably find that there are books in his stock which, while not essentially outdoor books, introduce outdoor features as for instance the illustration presented here of an outdoor living room, from Richard Wright's creditable book "Inside the House of Good Taste." Books of travel may also be included in this campaign. To add



A ROCK AND POOL GARDEN.
A reduced illustration from "The Gardener," edited by H. H. Thomas, who is the author of many practical books on the cultivation of flowers and vegetables.

interest it would be well to include outdoor pictures.

Book and art covers generally can be depended upon to show appreciation of enterprise of this sort displayed by the booksellers and their material response will adequately repay the effort extended by the bookseller.

A welcome publication this spring is the revised and enlarged edition of L. H. Bailey's "Principles of Fruit-Growing." Originally published many years ago, the author has now thoroughly revised his work and has added much new matter both in the way of text and illus-

trations. Of the latter there are some one hundred and eighty made from hand drawings done for this special issue.

In the large bookstores and book departments of department stores in the cities, special displays will usually be found featuring gardening and nature books and at this time of the year especially these displays attract many customers.



BOOKS RECEIVED.

"The Gardenette; or City Backyard Gardening by the Sandwich System," by Benjamin F. Albuaugh. Cincinnati: Stewart & Kidd. Cloth, \$1.25.

This volume is arranged to meet the needs of the beginner or amateur, especially those who have limited areas that are available for the purpose. Few realize the wonderful possibilities of the small piece of ground when cultivated to the limit of its capacity. Few realize the contentment, happiness and profit in learning to garden in a small way.

The Sandwich System herein described is not an idle theory, but a solid successful fact, the result of years of careful, painstaking experiment and highly successful efforts in practical vegetable and flower gardening.

The book contains thirty full-page illustrations, photographic examples of the author's experiments.

The Model T. Ford Car. By Victor Page. New York: Norman W. Henley Co. Cloth, \$1.

This book is written especially for Ford drivers and owners by a recognized automobile engineering authority, and an expert on the Ford, who has driven and repaired Ford Cars for a number of years. He writes for the average man in a practical way from actual knowledge. All parts of the Ford Model T Car are described. All repair processes are illustrated and fully explained.

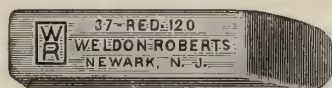
What Every Canadian Soldier Ought to Know. Toronto: Grundy. Paper, 10 cents.

This little book consists chiefly of extracts from official text-books and training manuals to which the private soldier as a rule does not have access.

War-Time Verses. By Sir Owen Seaman. London: Constable. Paper, 1 shilling.

This is a volume of stirring and inspirational verses by the editor of "Punch."

WELDON ROBERTS RUBBER ERASERS



SCHOOL ERASERS of all kinds and sizes.

Send for samples.

All styles of Erasers for Office, Library, Architect,
Artist and the Home.



WELDON ROBERTS RUBBER CO. OFFICE & WORKS NEWARK, N.J. U.S.A.

High-Grade Pencils for General Use

EAGLE "SMILAX" No. 376



Packed One Dozen in a Pull-Off Box—Half Gross in a Carton, Hexagon Shape. Extra fine green finish, containing superior quality of lead, fitted with fancy gilt tip and best red erasine rubber. Made in four degrees of hardness.

Eagle Pencil Company - 377 Broadway, New York

Oh, You RED-HEAD!

Here's another of those irrepressible books that spread like wild-fire.

Booksellers should rush in their orders—better wire. Lovers of humor should book orders immediately with their booksellers.

The price of the book is - - 75c

Its title is:—

"RECOLLECTIONS OF A RED-HEADED MAN"

BY IRA M. BOSWELL

"The biography of the red-headed men and women of the past could well be called 'Beacon Lights of History.' If all the great men and beautiful women of the past and present should remove their hats at the same time there would be a blaze of glory all along the line. It would be a torchlight procession from Adam to the author of these recollections."

Standard Publishing Co.
CINCINNATI, OHIO

ON THE FIGHTING LINE

By Constance Smedley

12mo., 500 pages, \$1.35 net.

'This story is more appropriately entitled "On the Fighting Line" than many of the military stories. . . . The fighter in this case is a loyal and sturdy-minded typist in a city office . . . who battles along her allotted path, proud to be part of the machine—"For I'm English, and it's as much my Empire as any one's." '—Times.

All Booksellers.

G. P. PUTNAM'S SONS
NEW YORK LONDON

SHEET MUSIC AND MUSIC BOOKS OF THE BETTER CLASS

We are sole representatives in Canada of the leading English music publishers and carry a very complete stock of standard publications for educational and general use.

NEW SONGS, PIANO MUSIC,
VIOLIN and ORGAN MUSIC,
ANTHEMS and CHORUSES in
great variety. Liberal discounts to
the trade.

**ANGLO-CANADIAN MUSIC PUBLISHERS
ASSOCIATION, Ltd.**
ASHDOWN'S MUSIC STORE
144 Victoria Street, TORONTO

**YOU CAN TALK ACROSS THE CONTINENT FOR TWO
CENTS PER WORD WITH WANT AD. IN THIS PAPER**

Of Canadian Interest

New and Forthcoming Books

THE attention of those who think Canada has no literature should be directed to the "Review of Historical Publications Relating to Canada," edited by Professor Wrong, H. H. Langton, M.A., and W. A. Stewart Wallace, M.A. This latest volume in the series of the University of Toronto studies in its two hundred and forty pages the historical publications relating to Canada of a single year, 1914. The reviews are brief, pithy and cleverly written, chiefly by specialists on the subject under discussion and the editors have found nearly three hundred such publications, worthy of notice—one for every working day of the year. Does that not sound like the foundation of a national literature, particularly when we are reminded that this is the nineteenth year that the University of Toronto has kept a similar record of our publications.

Besides such well-known and much-discussed works as Sir Charles Tupper's *Recollections* and Mr. Preston's *Life of Lord Strathcona* there are many books that will become standard works of reference, being authoritative on some feature of Canadian life. The publications reviewed have been classified into those bearing on Canada's relations to the Empire; Canadian History; Provincial and Local History; Geography, Economics and Statistics; Anthropology, Ethnology and Folk-Lore and Educa-

literature of the world and no mean position it is for a land so young in civilization as ours.

"The Cheerful Blackguard," by Roger Pocock, author of "A Man in the Open" is to appear this month. It is a story of the North-West Mounted Police.

A new novel entitled "The Counterfeiters," by the Canadian author Arthur Stringer, is to be published this month.

L. M. Montgomery (in private life the wife of the Rev. Ewen Macdonald of Leaskdale, Ontario, Canada) will spend the summer months with her young son, at her old home in Cavendish, Prince Edward Island. Her new Book—"Anne of the Island"—completing the trilogy of "Anne of Green Gables," "Anne of Avonlea" and "Anne of the Island," will be published in June or July.



Brig.-Gen. S. B. Steele, who is in the public eye at present as Commander of the Second Canadian Contingent, and whose Book, "Recollections of Forty Years in Canada," was published this year.



SIR GILBERT PARKER, Bart.,
Who is now a Baronet, that honor having been bestowed upon him on the occasion of King George's fiftieth birthday.

tion, Ecclesiastical History, Law and Bibliography.

If one adds to the very creditable list of publications reviewed, the fiction and verse written by Canadians or about Canada, some idea is gained of the position that this country holds in the

More About School Book Contracts

Action of Nova Scotia Government
Subject of Discussion at Meeting
of Halifax Retail
Merchants' Association.

At a meeting of the Halifax Retail Merchants' Association on Tuesday, May 11, some objection was raised to the name of a well known mail order house appearing on the school books. A complaint having been made to the Education Department of the Province, a reply was received from Hon. E. H. Armstrong stating that there was no advertising on the books but only their name, which was in accordance with a custom followed by all publishing houses, namely, of printing their name on the cover and on the flyleaf.

Mr Armstrong also stated that the price of the books had been reduced to the customer through the Government establishing a School Book Bureau. Now a set of books which formerly cost \$1.89 could be purchased for 49c—a saving of \$1.40.

This seemed to be gratifying to many members of the Association. Others expressed fear that the mail order house in question was forcing an unfair competition upon Nova Scotians. It was pointed out however, that merchants handling that line of goods in Halifax were making no objection. The chairman (F. J. Cragg) said he did not consider it legitimate business, as the price was too low, and he objected to the Government making such a contract.

The matter was left over until another meeting of the Association.

THE IDEAL BOOKS FOR VACATION TIME

Attractively bound in cloth. These reprint editions of most popular novels look like the original editions but come at less than half the price and are consequently

IDEAL BOOKS FOR SUMMER READING

THE KNAVE OF DIAMONDS

By Ethel M. Dell.

Author of "The Way of an Eagle."

THE JUDGMENT HOUSE

By Gilbert Parker.

A strong novel by Canada's greatest author.

REBELLION

By Joseph Medill Patterson.

Successful both as a novel and a play.

CORPORAL CAMERON

By Ralph Connor.

THE SIXTY-FIRST SECOND

By Owen Johnson.

THE VISION OF JOY

By Schuyler Staunton.

NEW TITLES Reprints



50c. EACH
Worth-While
Trade Discount

THE WAY OF AN EAGLE

By Ethel M. Dell.

A book that took England and America by storm.

STOVER AT YALE

By Owen Johnson.

Author of "The Salamander" and other successes.

A KNIGHT IN THE WILDERNESS

By Gale and Wheeler.

A most suitable book for holiday reading.

DAUGHTERS OF DESTINY

By Emmet P. Harte.

THE SOUTHERNER

By Thomas Dixon.

THE UPHILL CLIMB

By B. M. Bower.

These are twelve of *ninety titles* of fifty-cent books that look like the \$1.25 kind.

COMPLETE LIST OF TITLES WILL BE SENT FOR THE ASKING,
TOGETHER WITH OTHER ILLUSTRATED BOOK LISTS.

THE COPP, CLARK COMPANY, LIMITED, Publishers
517 WELLINGTON STREET WEST, TORONTO

Monthly Record of New Books

PUBLISHED BY FIRMS ESTABLISHED IN CANADA.

WITH a view to saving valuable space and at the same time preserving the alphabetical arrangement of book titles so essential for ready reference, numbers are used to indicate the respective publishers' names. The following are the numbers used and the respective publishing firms to which they refer:

- 1.—William Briggs.
- 2.—Cassell & Co.
- 3.—The Copp, Clark Co.
- 4.—J. M. Dent & Sons.
- 5.—S. B. Gundy.
- 6.—Hodder & Stoughton, Limited.
- 7.—Thomas Langton.
- 8.—The Macmillan Co.
- 9.—McClelland, Goodechild & Stewart.
- 10.—McLeod & Allen.
- 11.—Mussion Book Co.
- 12.—Thos. Nelson & Sons.

Fiction.

- A Pilgrim's Script.** By R. Campbell Thompson. (5) Cloth, \$3.50.
- Auction Mart, The.** By Sydney Tre-mayne. (5) Cloth, \$1.25.
- August First.** Mary Raymond Shipman Andrews. (9) Cloth, \$1.
- Business Adventures of Billy Thomas, The.** By Elmer E. Ferris. (8) \$1.25.
- Candytuft (I Mean Veronica).** By Mabel Barnes Grundy. (9) Cloth, \$1.25.
- Cocoon, The.** By Ruth McEnery Stuart. (9) Cloth, \$1.
- Come-on Charley.** By Thomas Addison. (9) Cloth, \$1.25.
- Competitive Nephew.** By Montague Glass. (11) Cloth, \$1.50.
- Conscience Money.** By Sidney Warwick. (9) Cloth, \$1.25.
- Consolation Bureau, The.** By David Lvall. (6) Cloth, \$1.25.
- Crayon Clue, The.** By Minnie J. Reynolds. (5) Cloth, \$1.35.
- Dead Souls.** By Nikolai Gogol. (5) Cloth, \$1.
- Doodles.** By Emma C. Dowd. (3) Cloth, \$1.
- Dominic Wildthorne.** By Joseph Hocking. (6) Cloth, 50c.
- Double House, The.** E. Everett Green. (9) Cloth, \$1.25.
- Double Traitor, The.** E. Phillips Oppenheim. (9) Cloth, \$1.35.
- Eldorado.** By Baroness Oreyz. (6) Cloth, 35c.
- Empty Pockets.** By Rupert Hughes. (11) Cloth, \$1.50.
- Enemy, The.** By George Randolph and Lillian Chester. (9) Cloth, \$1.35.
- Exploits of Elaine, The.** By Arthur B. Reeve. (9) Cloth, 50c.
- Far Country, A.** Winston Churchill. (8) Cloth, \$1.50.
- Fifty-one Tales.** By L. Dunsany. (5) Cloth, \$1.25.
- From the Shelf.** By Paton Holgar. (4) Cloth, \$1.
- Getting a Wrong Start.** Anonymous. (8) \$1.
- Girl of the Boue Ridge, The.** By Payne Erskine. (9) Cloth, \$1.35.
- Good Soldier, The.** Huepper. (5) Cloth, \$1.25.
- Grocer Greatheart.** By Arthur H. Adams. (5) Cloth, \$1.25.
- Heart of Uncle Terry, The.** By Charles Clark Munn. (9) Cloth, \$1.25.
- Hillsboro People.** By Dorothy Canfield. (9) Cloth, \$1.30.
- Honey Bee, The.** By Samuel Merwin. (10) Cloth, \$1.35.
- Honor of His House, The.** Andrew Sou-tar. (9) Cloth, \$1.25.
- House of the Misty Star, The.** By Frances Little. (9) Cloth, \$1.25.
- Jaffery.** By William Lock. (5) Cloth, \$1.35.
- Jean Baptiste.** By Le Rossignol. (4) Cloth, \$1.25.
- Johnny Appleseed.** By Eleanor Atkin-son. (11) Cloth, \$1.50.
- Loneliness.** By Robert Hugh Benson. (9) Cloth, \$1.25.
- Love Birds.** By T. Dlundell. (5) Cloth, \$1.25.
- Lovers.** By Maurice Donnay. (5) Cloth, \$1.50.
- Man Who Rocked the Earth.** By Arthur Train. (11) Cloth, \$1.50.
- Mary Moreland.** By Marie Van Vorst. (9) Cloth, \$1.25.
- Millionaire, The.** By Michael Artzeba-shep. (5) Cloth, \$1.25.
- Miranda.** By Grace Livingston Hill Lutz. (9) Cloth, \$1.25.
- Mountain Blood.** By Joseph Herges-beimer. (5) Cloth, \$1.35.
- Mrs. Barret.** By Mrs. C. S. Peel. (5) Cloth, \$1.25.
- November Joe.** By Hesketh Prichard. (6) Cloth, 50c.
- Outlaw, The.** By David Hennessey. (6) Cloth, 50c.
- Perils of Pauline, The.** Charles Goddard. (9) Cloth, 50c.
- Pierrot, Dog of Belgium.** By Walter A. Dyer. (9) Cloth, \$1.
- Prince of India, A.** By Lawrence Clarke. (6) Cloth, \$1.25.
- Rim of the Desert, The.** By Ada Wood-ruff Anderson. (9) Cloth \$1.35.
- Rodding Rectory.** By Archibald Mar-shall. (9) Cloth, \$1.25.
- Ruggles of Red Gap.** By Harry Leon Wilson. Cloth, \$1.25.
- Runaway June.** By George Randolph and Lillian Chester. (9) Cloth, 50c.

- Scotchman and I, The.** By "An English-man." (6) Cloth, \$1.25.
- Sundown Slim.** By H. H. Knibbs. (3) Cloth, \$1.35.
- Sword and Cross.** By Silas K. Hocking. (9) Cloth, \$1.25.
- Tainted Gold.** By H. Noel Williams. (9) Cloth, \$1.25.
- Thankful's Inheritance.** By Joseph C. Lincoln. (10) Cloth, \$1.25.
- Through Stained Glass.** George Agnew Chamberlain. (9) Cloth, \$1.30.
- Undying Race, The.** By René Milan. (9) Cloth, \$1.25.
- War Terror, The.** By Arthur B. Reeve. (9) Cloth, \$1.25.
- Watch Dog, The.** By Arthur Hornblow. (9) Cloth, \$1.25.
- Waterfly's Wooing, A.** By Annesley Kenealy. (9) Cloth, \$1.25.
- With the Tin Gods.** By Mrs. Horace Mason. (6) Cloth, 50c.

Non-Fiction.

- Air Craft in the Great War.** By Grahame-White. (5) Cloth, \$1.50.
- Anacreontea.** By Judson Davidson. Clas-sical. (4) Cloth, \$1.35.
- Audacious War, The.** By C. W. Barron. (9) \$1.
- Behind the Scenes in War With Ger-many.** By Edward Lyell Fox. (9) \$1.50.
- Boys' Outdoor Vacation Book.** By A. Hyatt Verrill. (9) \$1.25.
- Bramble Bees and Others.** By J. Henry Fabre. (9) \$1.50.
- Cambridge Geographical Readers.** (4)
1. World and Its Wonders. Cloth, 40c. II. England and Wales. Cloth, 40c. III. British Isles. Cloth, 50c. By C. F. Bosworth.
- Canadian Soldier's Manual.** The Profes-sors of the University of Toronto. (3) 25c.
- Combinatory Analysis.** By MacMahon. (4) \$4.50.
- Domestic Science.** By Chas. Hale. Edu-cational. (4) Cloth, \$1.
- Five Fronts. On the Firing Line with English, French, Austrian, German and Russian Troops.** By Robert Dunn. (9) \$1.25.
- Ford Car, The.** By Victor Page. (9) \$1.
- Four Figure Tables (Logarithm).** By McLaren. Science. (4) Cloth, 45c.
- German Philosophy and Politics.** By John Dewey. (9) \$1.25.
- Germans in Belgium, The.** By L. H. Crondys. (5) 35c.

CASSELL'S GARDENING BOOKS

THE BOOK OF HARDY FLOWERS

By H. H. THOMAS (Editor of "The Gardener")

This new volume provides a complete record, with full details of cultivation, of perennials, annuals, trees, and shrubs that are hardy in temperate countries, and of those that may be grown out of doors in the summer. The volume is arranged alphabetically, giving description, colour of flowers, season of blooming, notes on situation and soil, planting, and method of increasing, together with its native country and the natural order or family to which it belongs.

With 32 Autochrome Plates by H. Essenhig Corke, F.R.P.S., F.R.H.S., 64 Half-tone Illustrations, and numerous Sketches in the Text. Medium 8vo, 512 pages. Cloth gilt, net \$3.00.

THE COMPLETE GARDENER

By H. H. THOMAS

A thoroughly practical and comprehensive book telling the amateur gardener everything he is likely to want to know, with full directions for the cultivation of every hardy and greenhouse flower, fruit and vegetable commonly grown. A unique feature is seen in Sowing and Planting Tables. They show which seeds to sow and which plants to put in, when the plants come into bloom, how high they grow, and how they are grown.

With Coloured Frontispiece by C. E. Flower, and 128 Full-page Half-tone Plates. Cloth gilt, net \$3.00.

THE ROSE BOOK

By H. H. THOMAS and WALTER EASLEA

(Member of the Council of the National Rose Society)

A complete guide for amateur rose-growers, and acclaimed by the Gardening Press as the most up-to-date on the subject. In its preparation Mr. H. H. Thomas has had the assistance of Mr. Walter Easlea, one of the most successful rosarians of the day. The result is a book which will not only tell the rose-lover what things to do, but also essays "to warm the heart of the amateur with words of encouragement, and so urge him ever onward with visions of rose beauty still unattained."

With 8 Lumiere Photographs by H. Essenhig Corke, and 64 pages of Half-tone Illustrations. Cloth gilt, gilt top, net \$1.50.

ROCK GARDENING FOR AMATEURS

By H. H. THOMAS

The aim of this volume is to dispel the idea so commonly held that Rock Gardening is both difficult and expensive.

The book contains very full, simple and practical instructions concerning the making and planting, together with descriptive lists of all the most attractive flowers. Altogether this is the simplest and most beautiful book on the subject yet published.

With 12 direct-from-Nature Lumiere Plates by H. Essenhig Corke, F.R.P.S., etc., and 64 pages of Illustrations. Cloth gilt, net, \$1.50.

GARDEN FLOWERS AS THEY GROW

This wonderful series of popular garden flowers, produced from direct colour photographs, appeals to all garden and flower-lovers. Mr. Essenhig Corke is acknowledged to be the most skillful exponent of colour photography in relation to flowers, and this collection of twenty plates takes rank with his greatest successes.

Mr. H. H. Thomas contributes a commentary on each flower portrayed, which will be found distinctly useful to the practical gardener.

Photographed in Colour direct from Nature by H. Essenhig Corke, with Descriptive Text by H. H. Thomas. Cloth gilt, net \$1.50.

THE GARDEN AT HOME

By H. H. THOMAS

A volume of practical information written in a charming literary style. It suggests innumerable ways of adding to the delight of the garden at home, and shows how it may be filled to overflowing with luxuriant blossom, delicious fruit, and wholesome vegetables.

With 12 Colour Plates from Lumiere Plates by H. Essenhig Corke, and 96 Half-tone Illustrations from Photographs. Cloth gilt, net, \$1.50.

THE IDEAL GARDEN

By H. H. THOMAS

Recognizing that the ideal garden of one person may be widely different from that of another, the author has appealed to many and diverse tastes.

With 16 Colour Plates and 96 Photographic Reproductions. Cloth gilt, net, \$1.50.

CASSELL'S GARDENING HANDBOOKS

Still Boards—30 cents net each.
Cloth—45 cents net each.

Pictorial Practical Gardening.
Pictorial Practical Fruit Growing.
Pictorial Greenhouse Management.
Pictorial Practical Rose Growing.
Pictorial Practical Bulb Growing.
Pictorial Practical Chrysanthemum Culture.
Pictorial Practical Flower Gardening.
Pictorial Practical Carnation Growing.
First Steps in Gardening.
Pictorial Practical Potato Growing.
Little Gardens: How to Make the Most of Them. By H. H. Thomas.
Sweet Peas and How to Grow Them. By H. H. Thomas.
Gardening Difficulties Solved. By H. H. Thomas.
Garden Planning and Planting. By H. H. Thomas.
Perpetual Carnations. By Laurence J. Cook, F.R.H.S.
Indoor Gardening. By H. H. Thomas.
Garden Work for Every Day. By H. H. Thomas.

BEAUTIFUL GARDENS:

How to Make and Maintain Them

By WALTER P. WRIGHT, F.R.H.S.

The keynote of this beautifully illustrated book is the bringing of garden and home into the closest possible association.

How to make flower gardens of rich and original beauty, how to make them quickly and how to make them cheaply, are shown by means of pen sketch, and photograph.

With 6 Colour Plates and a large number of exquisite Garden Pictures, Practical Plans and Diagrams. Cloth gilt, net \$1.50.

THE POCKET GARDENER

By H. H. THOMAS

A Dictionary of Garden Flowers and Fruits, with Directions as to Planting, Pruning and Propagating, etc.

A comprehensive Dictionary in a handy pocket size. Cloth, 15c net; Leather, 30c net.

THE HOUSE
OF CASSELL
TORONTO

Booksellers who have not seen a copy of The House
of Cassell Spring List are invited to send post-card.
CASSELL & CO., Limited, 55 Bay St., TORONTO

NEW YORK
LONDON
MELBOURNE

The Book Trade in Montreal

Good Demand for Nature Books — Trade in Humorous Books and Fiction Looks Promising for Vacation Season.

Germany and England. By General F. von Bernhardi. (9) 50c.
Human German, The. By Edward Edgeworth. (5) Cloth, \$3.50.
Indoor Games for Awkward Moments. Ruth Blakely, editor. (9) \$1.
Infant Mortality. By Hugh Ashby. Science. (4) Cloth, \$3.15.
In Gentlest Germany. By Hun Svedence. (5) Paper, 35c.
In the Day of the Muster. By W. P. Patterson. (6) Cloth, 50c net.
Kitchener Chaps. By A. Neil Lyons. (5) Cloth, 35c.
Kultur Cartoons. By Will Dyson. (9) 75c.
Magic of Experience. By Stanley Redgrove. Philosophy. (4) Cloth, 75c.
Making the Most of One's Mind. By John Arams. (6) Cloth, \$1 net.
Modern Gasoline Automobile, 1915 Edition. By Victor Page. (9) \$2.50.
Mothercraft. By Sarah Comstock. (9) \$1.
My Adventures As a Spy. By Baden Powell (5) Cloth, 60c.
My Life. By Sir Hiram Maxim. (5) Cloth, \$5.
My Life Out of Prison. By Donald Lowrie. (5) Cloth, \$1.50.
Peace and America, The. By Hugo Munsterberg. (9) \$1.
Political Reminiscences of Sir Charles Tupper. By W. A. Harkin. (3) Cloth, \$2.50.
Psychology and Parenthood. By H. Adlington Bruce. (9) \$1.25.
Rabindranath Tagore. A Biographical Study. By Ernest Rhys. (8) \$1.
Rabindranath Tagore. The Man and His Party. By Basanta Koomar Roy. (9) \$1.25.
Secrets of the Hohenzollerns. By Dr. Armgaard Karl Graves. (9) \$1.50.
Socialists and the War. By Wm. English Walling. (9) \$1.50.
Spoon River Anthology. By Edgar L. Masters. (8) \$1.25.
Stories of the Kaiser and His Ancestors. By Clare Jerrold. (9) 75c.
Studies in Literature and History. By Lyall. (5) Cloth, \$3.50.
Studies Introductory to the Theory of Education. By Campagnac. Educational. (4) Cloth, \$1.
Tourists Maritime Provinces, The. By Ruth Kedzie Wood. (9) \$1.25.
Ventures in Thought. By Francis Coutts. (5) Cloth, \$1.25.
Volumetric Analysis. By A. J. Berry. Science. (4) Cloth, \$2.
War and Its Issues. By John Oman. European War Science. (4) Cloth, 90c.
World Crisis and the Way to Peace, The. By E. Ellsworth Shumaker. (9) 75c.
World in Crucible, The. By Sir Gilbert Parker. (9) Cloth, \$1.50.

Montreal, June 1.—Humorous books will have a chance during the coming summer when people are away on their vacations, and are anxious to forget the war for a couple of weeks. For this reason, one of the best selling fiction lines just now is "Bealby," by Wells. Another particularly good line for the same reason is "Ruggles of Red Gap," by Harry Leon Wilson. "The Keeper of the Door," is also selling well, although it lacks humor. At the same time, it is a very exciting story, and contains nothing about the war. There is a certain demand for "Angela's Business," by H. S. Harrison, but it is too much of a problem book for the present to be a good seller.

The demand for nature books opened up rather late in the season, but when it did start, the demand was exceptionally good. Best sales are of small manuals on birds and flowers. One customer spent \$5 on these small manuals recently.

It is customary at this time of the year for the bookseller to get in a supply of maps, automobile books and guide books, etc. Despite the apparent hard times, there seems to be plenty of money in the country for these things.

Of war books, "The Green Curve," by Ole Ruk-Oie, who has been writing for years under that name, but is now known to be Col. Swinton, is in good demand. His stories, written years ago, were very prophetic of the war. He is well-known as "Eye-Witness" with the British troops.

In general, books on the war are a little disappointing just now, although books like "Memoirs of the Court of William II." and "The Audacious War," by William Lebaron, are going well. Mr. Lebaron lectured here some time ago before the Canadian Club, since when his book has sold exceptionally well.

Of books descriptive of the war, the best seller without a doubt is "With the Allies," by Richard Harding Davis. Dealers in Montreal have been sold out of this line several times.

A new periodical has appeared here which is having a good sale. It is called "Foreign Opinion," and, as the name implies, is a translation of articles appearing in the leading European magazines. It is an English weekly, and costs 3d. One of the best sellers just now is "Current History," which is be-

ing published by the New York Times as a monthly magazine.

Reference was made some time ago in this letter to a scheme being tried out by a Montreal bookseller of sending out new publications on approval. It worked out fairly well, but this does not seem to be the psychological moment for such a scheme. It is understood that the same thing was tried out in Toronto just before Christmas, and worked well. The books sent out were suitable for gifts, and were not too expensive. Advantage was taken of this by people who did not wish to go out in search of Christmas gifts. The same thing might work out successfully during the summer.



A CHANGE IN MONTREAL.

The Methodist Book and Publishing House of Toronto, have discontinued their branch in Montreal, and the business is now being conducted by the Montreal Book Room, Limited. The president of the new company is D. G. Ridout, who was formerly manager, but is now taking no active part in the management.

The business is being jointly managed by A. E. Barr and T. J. Wonfor, both of whom were associated with the old business, and prior to that had seven years' experience with Charles H. Kelly, a large English Methodist publishing house.

An effort is being made to cater not only to the Methodist trade but also to those of other denominations. They will also go after the more commercial trade, and may branch out into other lines.

Business is being continued in the old premises at 33 McGill College avenue, and despite the changes which have taken place, trade during the past month has been very promising.

The marriage is announced of D. G. Ridout, formerly manager of the Montreal branch of the Methodist Book and Publishing House of Toronto, to Miss M. Bettger, of West Monkton, Ont.



Some juvenile burglars recently broke into the Chapman Bookstore on Peel street, Montreal, and stole about \$200 worth of fountain pens and other articles. The loss was covered by insurance. The burglars apparently were partial to bookstores, as they later entered the store of the Foster, Brown Co., and were captured.

BLACKIE & SON

will issue as usual a splendid selection of new books for boys and girls.

PICTURE BOARD BOOKS

and a specially attractive line in

LIMP TOY BOOKS

Entirely new and fully coloured.

ALL BRITISH MAKE

Send at once for our catalogue.

Samples carried by all wholesale houses. Orders booked for shipment ex: Glasgow, Scotland—the best and cheapest port for exportation to the Dominion.

BLACKIE & SON LIMITED, GLASGOW, London and Bombay

CANADIAN REPRESENTATIVE:

MR. HAROLD COPP, 33 Richmond St. West, Toronto

Music and Phonographs for Stationers

Are Profitable Adjuncts in Some Stores—Monthly Record of Music Copyrights in Canada.

MUSIC IN STATIONERY STORES.

Sheet music departments can often be made profitable adjuncts to the retail stationery store. Many regular customers are frequently buyers of music, while the music department is sure to attract entirely new trade which might otherwise never enter the store. In many of the smaller cities and towns where sufficient room is available retail stationers should seriously consider the addition of a music department, on a scale commensurate with the prospects for such a business.

The music department should if possible be placed in charge of a man or woman possessing no small degree of enthusiasm, tact and selling ability.

If practicable a piano should be installed in connection with the sheet music department and the person in charge should be able to play the different music for prospective purchasers.

Is there an opportunity in your stationery store for the addition of a music department? It's a big proposition, and if properly conducted a highly profitable one.



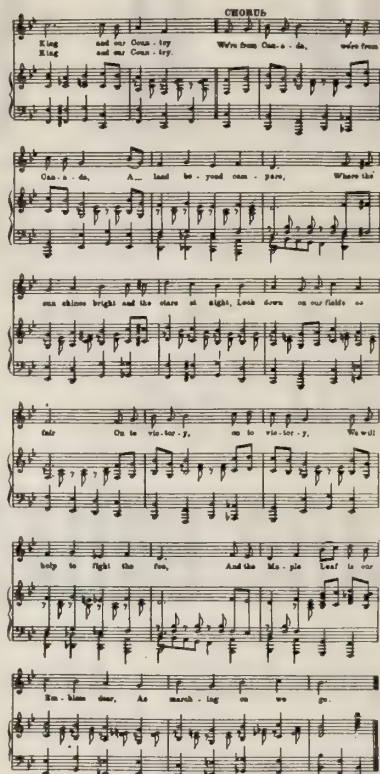
PHONOGRAPHS FOR STATIONERS.

The fascination and pleasure in the possession of a phonograph is being appreciated in a constantly growing number of homes. It is by appreciating such facts as these and taking advantage of them that enterprising stationers make the profit side of their ledgers show up to better advantage than their less alert competitors. Many stationers who do not already handle phonographs can do so profitably and they should certainly investigate this opportunity.



ANOTHER BRITISH HOUSE IN CANADIAN MARKET.

It is interesting to chronicle the coming into the Canadian market of a new line of gramophones made in England. They are known as "Guardman" gramophones and records. In connection with the fact that this concern specializes in British songs and music, enjoying considerable advantage by reason of their complete identification with Britain as to manufacturer, thus being required to pay no royalties to foreign concerns, it is interesting to observe that they have issued a record giving a fine reproduction of "Somewhere a voice is Calling" the song which "Eyewitness" reported recently as being a favorite with Canadian troops when singing in the trenches.



WE'RE FROM CANADA
By Irene Humble.

Chorus of one of the most popular new war songs. It has now reached its fifth edition.

A new type is being added to the Phonola family of disc talking machines by the Pollock Mfg. Co., Ltd., of Berlin, Ont., which is described as quite a radical departure from anything on the market. It is the invention of A. H. Welker, secretary-treasurer of the company, and the principle is strongly endorsed by experts in Canada and the United States who have seen a model. Skilled musicians have pronounced on the wonderful tone improvement that is gained by means of a series of resonant chambers. These are in scientifically arranged sizes and have the effect of clarifying and amplifying the tone.

A stationer in Delta, Colorado, ordered 200 copies of sheet music at 1c a copy and advertised that he would give five sheets of music free with each box of stationery sold for two weeks, selling about 50 boxes of stationery by this scheme. Delta is a town of 2,000 population.

A new patriotic song which has recently appeared is entitled "We Will Fight For Our Flag Forever," words by J. A. Bell and music by T. M. Aver, both of Paris, Ontario. Word comes from Fisher's Bookstore, Paris, that this

song is having a remarkably good sale there.

Private James Frederick Leitch, reported wounded, enlisted in the 48th Highlanders when war broke out, and had been with them ever since. He is married and has two young children. He was formerly employed as a traveler for the Whaley, Royce Company. He is about 35 years of age.



MAY MUSIC COPYRIGHTS.

Half a Million More. Words by Mildred Low. Music by J. P. Neville. Mildred Low, Ottawa, Ont.

"I Ain't Dead Yet." Song. Words by Robert E. Cairns. Music by David A. Whyte. David A. Whyte, Winona, Ont.

We'll Love More When You Come Back Than When You Went Away. Words and music by Harry Taylor. Lee Grove and Harry Taylor, Toronto, Ont.

Pioneer. March two-step. By Harry J. Lincoln. Vandersloot Music Publishing Company, Williamsport, Pennsylvania.

Grace and Beauty. Waltzes. By Carl Loveland. Vandersloot Music Publishing Company, Williamsport, Pennsylvania.

Tommy Call Your Dog Off and Say "Good Bye." Patriotic song. Words by J. Ashdown Tennent. Music by Elizabeth Tennent Andrews. Elizabeth Tennent Andrews, Brantford, Ont.

Robitnyeczki Pisni. (Workingmen's Songs.) Frank Dojacek, Winnipeg, Manitoba.

Thou Shalt Be Mine. Words by Wm. J. Drewes. Music by Irwin P. Leclere. Arranged by Jos. N. Martinez. Drewes & Leclere, New Orleans, Louisiana.

Corona. March and Two-Step. For piano. By F. W. McNichol. The Corona Company, Limited, St. John, New Brunswick.

Our Blest Redeemer. Soprano Solo. Composed by Edward Wodson. (Words and Music.) Anglo-Canadian Music Publishers' Association, Limited, London, England.

Dear Lord I Now Respond. Sacred Song. Words by A. F. Ferguson. Music by Fred Moore Howard. Anglo-Canadian Music Publishers' Association, Limited, London, England.

FAVOURITE ANNUALS | The "R.T.S." | Popular 1s. Net Series

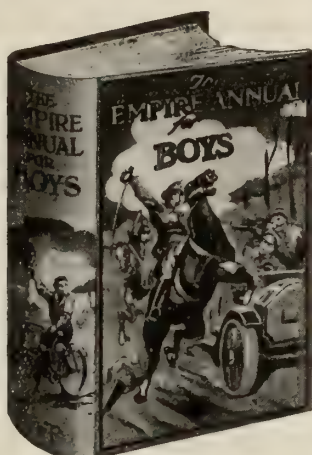
Have you placed your order for the following ANNUAL VOLUMES for 1915?

THE EMPIRE ANNUAL FOR BOYS

3s. 6d.

384 pages. Demy 8vo. Cloth gilt.

With coloured and other pictures.



THE EMPIRE ANNUAL FOR GIRLS. 3s. 6d.

384 pages. Demy 8vo. Cloth gilt. With coloured and other pictures.

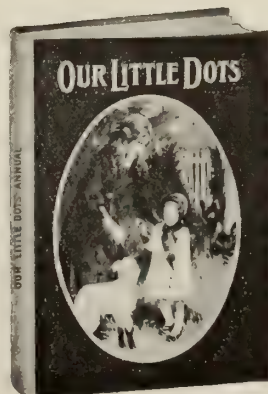


THE CHILD'S EMPIRE ANNUAL

3s. 6d.

A fine Quarto Volume.

224 pages, with 34 coloured plates and upwards of 100 black and white pictures.



OUR LITTLE DOTS' ANNUAL

Crown Quarto.

Picture Paper Boards, 1s. 6d. Cloth, 2s.

THE CHILD'S COMPANION ANNUAL

Crown Quarto.

Picture Paper Boards, 1s. 6d. Cloth, 2s.

An Ideal Family Volume

THE SUNDAY AT HOME ANNUAL. 7s. 6d.

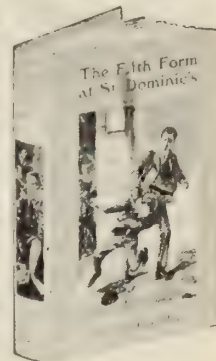
Imperial Octavo. 960 pages. Profusely Illustrated. Cloth.

FOR BOYS. 1s. Net Each

BY TALBOT BAINES REED

Crown 8vo. Cloth Boards. With Frontispiece.

1. THE FIFTH FORM AT ST. DOMINIC'S. 1s. net.
2. MY FRIEND SMITH. 1s. net.
3. A DOG WITH A BAD NAME. 1s. net.
4. TOM, DICK AND HARRY. 1s. net.
5. SIR LUDAR. 1s. net.
6. ROGER INGLETON, MINOR. 1s. net.
7. THE ADVENTURES OF A THREE-GUINEA WATCH. 1s. net.
8. THE COCK HOUSE AT FELLSGARTH. A Public School Story. 1s. net.
9. THE MASTER OF THE SHELL. 1s. net.
10. REGINALD CRUDEN. A Tale of City Life. 1s. net.
11. PARKHURST BOYS and other Stories of School Life. 1s. net. Uniform with the above.
12. GEOFF. BLAKE: His Chums and His Foes. By S. S. Pugh. 1s. net.
13. NORTH OVERLAND WITH FRANKLIN. By J. Macdonald Oxley. 1s. net.



FOR GIRLS. 1s. Net Each

BY ROSA N. CAREY

Crown 8vo. Cloth Boards. With Frontispiece.

- | | |
|------------------------------|----------------------------------|
| AUNT DIANA. 1s. net. | ESTHER CAMERON'S STORY. 1s. net. |
| COUSIN MONA. 1s. net. | MERLE'S CRUSADE. 1s. net. |
| LITTLE MISS MUFFET. 1s. net. | OUR BESSIE. 1s. net. |

BY LOUISA M. ALCOTT

- | | |
|-----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| LITTLE WOMEN. With Eight coloured illustrations by Harold Copping. Crown 8vo. Cloth, 1s. net. | GOOD WIVES. With Eight coloured illustrations by Harold Copping. Crown 8vo. Cloth, 1s. net. |
|-----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|

CROCHET AND NEEDLEWORK BOOKS

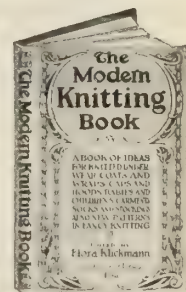
EDITED BY FLORA KLICKMAN. 1s. Net Each.

Recently Published

- THE MODERN KNITTING BOOK. 1s. net.
 THE LITTLE GIRL'S SEWING BOOK. 1s. net.
 ARTISTIC CROCHET. 1s. net.

Previous Volumes

- The Home Art Crochet Book. 1s. net.
 The Home Art Book of Fancy Stitchery. 1s. net.
 The Mistress of the Little House. 1s. net.
 The Craft of the Crochet Hook. 1s. net.
 The Modern Crochet Book. 1s. net.
 The Cult of the Needle. 1s. net.
 Uniform with above.
 The Stitchery Annual. 1s. net. (Containing Nos. 1-4 of "Stitchery".)
 The Stitchery Annual. 1s. net. (Containing Nos. 5-8 of "Stitchery".)



3 New Books of Present Interest

WOMEN'S WORK IN THE WAR

By MARY FRANCES BILLINGTON

Author of "The Red Cross in War," etc.

With many Illustrations. Large Crown 8vo. Cloth Gilt, 3s. 6d. The Author has had unique opportunities for seeing the war work of women, so graciously and efficiently guided by Her Majesty the Queen. The volume is full of interesting facts, many of which are entirely new, even to the most diligent newspaper reader in this War Time.

WITH OUR FIGHTING MEN

The Story of their Faith, Courage, Endurance in the Great War

By WILLIAM E. SELLERS, M.A.,

Author of "From Aldershot to Pretoria," etc.

With a Coloured Frontispiece, Wrapper and Title Page, and Sixteen Pages of Black and White Illustrations.

Large Crown 8vo. Cloth Gilt. 2s. 6d. net.

THE WONDERLAND OF EGYPT

By PERCY R. SALMON, F.R.P.S.

With Coloured and other Pictures by J. SHAW CROMPTON, R.I.; HENRY A. HARPER, CHARLES WHYMPER, and others.

Large Crown 8vo. Cloth Boards, 2s. 6d.

THE RELIGIOUS TRACT SOCIETY, 4, BOUVERIE STREET, LONDON, E.C., ENGLAND

Gilded With Gold. Words by Aileen Ward. Music by Baron Aliotti. The Alma Publishing Company, Toronto, Ont.

In the Cherry Blossom Land of Sweet Japan. By L. E. Turner. (Words and Music.) Leroy E. Turner, Calgary, Alberta.

Nursery Daddy's Men. Words and Music by Jean Munro Mulloy. Jean Munro Mulloy, Kingston, Ont.

Foxy Grandpa. Fox Trot. By Pete Wendling and Milton Ager. (Music.) Waterson, Berlin & Snyder Company, New York, N.Y.

When Britain Calls. Words by George A. Shaw. Music by Ted Neun. George A. Shaw, Toronto, Ont.

Every Body Rag With Me. One Step. By Grace Le Boy. (Music.) Jerome H. Remick & Company, New York, N. Y.

Your Words "I Love Thee Dear." Song. By Mary Lucille Lewis. (Words and Music.) Jerome H. Remick & Company, New York.

It's Tulip Time in Holland: Two Lips are Calling Me. Words by Dave Radford. Music by Richard A. Whiting. Jerome H. Remick & Company, New York, N.Y.

I Want a Little Love From You. Song. Words by J. Will Callahan. Music by

Egbert Van Alstyne. Jerome H. Remick & Company, New York, N.Y.

Lulu Fada. Dance. By Malvin M. Franklin. (Music.) Jerome H. Remick & Company, New York, N.Y.

Thro' the Day Thy Love Has Spared Us. Short Evening Anthem. Music by Percival Kirby, Mus. Bac. (Words and Music.) Anglo-Canadian Music Publishers' Association, Limited, London, England.

Y Gavotte. Pour Piano. Par Chs. Archambault. Charles Archambault, Montreal, Que.



ELEANOR H. PORTER.

(Continued from Page 30.)

"Eighty-nine signatures accompanied this message which I shall always cherish. To them Pollyanna was a real human being. She was only a child in the book, yet she seemed as real as Florence Nightingale or Captain Scott.

"One minister wrote, saying that he was to preach a sermon on the book, and would I not send a message which he might read to his congregation. I sent one at once and was grateful for such an honor and opportunity.

"I have received letters from the blind, the lame, and aged. One woman said she could never have lived through an operation had it not been for Polly-

anna. The doctor wrote, 'Make Pollyanna a trained nurse.'

"I like to write. I first write in pencil, then I make change after change. I type the manuscript then, and I sometimes re-type it many times."

In the new Pollyanna book, the glad game is continued as the lovable girl grows into womanhood. Having recovered from the disastrous accident recorded in the former book, she is now living happily with the aunt who has formerly been so unkind to her, and Jimmy Bean becomes an engaging young man, the adopted son of the strange man whom Pollyanna won over with her glad game when a very small girl. There is a mystery surrounding Jimmy Bean which figures largely in the interest of this tale, and its solution is most satisfactory to the reader.

Pollyanna's romance is a delightful one, but it does not interfere with her continued devotion to the carrying on of the "glad game."



A new musical magazine, called the Musical Quarterly, is published by G. Schirmer. Its editor is Oscar G. Sonneck, chief of the music division of the Library of Congress.

The popularity of war songs has had the effect of enhancing the prestige of Canadian song writers.

The Book Store's Place in the Community

Educationists and Other Leading Citizens Should Actively Work to Extend Its Influence in Promoting Good Reading.

ON another page will be found a most interesting report of an address before the American Booksellers' Association in New York last month, in which a plea is made for the development of the bookstore as an institution in each community.

That the average bookstore does not measure up to the standard of being considered virtually a civic institution, is to a large extent the fault of the bookseller himself, but a big share of this fault also rests on the shoulders of citizens generally who are prone to give but scant consideration to the interests of the local bookseller, allowing themselves to be tempted by the importunities of mail order houses, not to mention the persistent efforts of the itinerant book agent. Frequently these buyers pay more for books than they would have to pay to the local bookseller.

The trouble, no doubt, in many cases, when the book merchant pleads for support on high grounds of claiming consideration for his bookshop as a centre of influence and education, emphasizing its share in the promotion of civic welfare, is that the average man turns a deaf ear

to such appeals, shaking his head with the mental remark that this is merely a mercantile trick to inveigle him into buying books from the bookseller in question, who will simply laugh up his sleeve as he rings up the receipts, chuckling to himself as he ruminates upon the ease with which he is able to "put it over" the gullible buyer, the while planning inroads on the pockets of the populace.

This is an injustice to the bookseller and at the same time, the man who harbors such an estimate of the merchant, cramps himself mentally, and reduces his own influence for the advancement of the interests of his community.

It would not do for a minute to presume that the bookseller is a magnanimous philanthropist engaged in the book-selling trade solely because of the good he can thus do for his fellow men. He is a merchant first, and incidentally a benefactor to the community. This is true, of course, in the case of almost every merchant, otherwise he would get no support and couldn't continue in business, but no one will gainsay that the

book merchant occupies a position in the mercantile world which can and should be peculiarly beneficial to the community in which it is situated.

That being established, it is not unreasonable to claim for the bookseller the utmost consideration and support of his fellow citizens.

The booksellers themselves should work unceasingly to get this measure of recognition and toward this end educationists and other leading citizens should lend their personal support and active influence.

Then and not until then will the bookstore develop the force for good that it should exert. That is a view of the bookselling trade that rises above the selfish estimate that never gets away from the money consideration—that is, putting money first at all times.

As Canadians become more devoted to good reading, Canada will become a better nation and what thinking man can be so selfish as to begrudge the bookseller the increased wealth that will be his as more books are sold throughout the land?

READY THIS MONTH

L. M. MONTGOMERY'S NEW BOOK

ANNE OF THE ISLAND

A SEQUEL TO "ANNE OF GREEN GABLES" AND "ANNE OF AVONLEA"

in which the "irresistible" Anne Shirley of Green Gables and Avonlea fame—the very ANNE whom Mark Twain called "the dearest and most moving and delightful child of fiction"—has come back; this time in a story which tells of her life at Redmond College, with its new friendships and interests; of the long, pleasant summer vacations spent "back home" with the simple-hearted folk of Prince Edward Island; and last of all, of the romance which creeps into her life "like an old friend through quiet ways."

This is a story which will be read eagerly because it is true and happy and full of a clear, kind, wholesome, northern simplicity, and is, moreover, decidedly "Anne-ish."

Net \$1.25

THE BOOK OF THE YEAR by Canada's Most Popular Author

Order through your jobber or from the publisher direct and send your orders in early!

Published by

THE PAGE COMPANY53 BEACON STREET
BOSTON, MASS.**ORDER NOW FOR THE FALL TRADE!**

— RAND McNALLY & CO. SUPERB BOOKS FOR CHILDREN —

ON SALE SEPTEMBER 1ST, 1915

LORAINÉ AND THE LITTLE PEOPLE

By Elizabeth Gordon

A little girl of five or six makes the acquaintance of the fairies of the waves, raindrops, sleep, dreams, frost, and others of the "Little People."

With 16 illustrations in color and 16 black and white by M. T. ("Penny") Ross. Cloth, 12mo. Net 50 cents

MAMMA'S ANGEL CHILD IN TOYLAND

By Marie Christine Sadler

A delightful story of little Esther's marvelous adventures in Toyland, Storybook Town, and Doll Town, her punishment by her own broken toys when she endeavors to become their Queen, and her rescue by the Rain Witch and the Flowers.

63 illustrations in color and black and white by M. T. ("Penny") Ross. 12mo. Net \$1.00

THE WAR OF THE WOODEN SOLDIERS

By F. M. H.

The hero of this story deserves to share honors along with the Tin Soldier created by Hans Christian Andersen.

29 illustrations by Willard Wheeler. 12mo. Cloth. Net 50 cents

PRINCESS GOLDENHAIR AND THE WONDERFUL FLOWER

By Flora Spiegelberg

A fanciful tale of the days of Otto the Good, King of Saxony. Rupert, his youngest son, marries Elizabeth, a beautiful peasant girl, and their daughter is the Princess Goldenhair.

25 illustrations by Milo Winter. 175 pages. Cloth, 8vo. Net \$1.25

SUNNY-SULKY BOOK

By Sarah Cory Rippey

The stories are written in perfect sympathy with every child's experience. Blanche Fisher Wright and Mary L. Spoor have drawn the pictures in a style already dear to youthful eyes.

12 colored illustrations by Blanche Fisher Wright. 12mo. Net 50 cents
Black and white by Miss Spoor.

WHEN I WAS LITTLE

By Ethel M. Kelley

Along with Stevenson and Field, Miss Kelley has the gift of permeating her work with the spirit of youth.

Cloth, 8vo. 30 illustrations in color by Maud Hunt Squire. Net 75 cents

DOINGS OF LITTLE BEAR

By Frances Margaret Fox

There is not the least particle of doubt that little children will love to follow the footsteps of Little Bear, share all his surprises—good and bad—and learn by his experiences what to do and what to leave undone.

16 full page drawings in color and 16 black and white by Warner Carr. 76 pages. Cloth, 12mo. Net 50 cents

THE TOYS OF NUREMBERG

By Lillian Baker Sturges

There is about this fanciful tale something particularly attractive and novel—the toys—the elephants, dolls, sailor-boys, rocking-horses, jumping jacks, even the drums, trumpets, and rubber balls—deciding to run away from Nuremberg.

74 illustrations by the author. Cloth, 12mo. Net 50 cents

FLOWER FAIRIES

By Clara Ingram Judson

Of absorbing interest will be this collection of dainty stories dealing with fairies and flowers. The naming of the fairies, how the flowers obtained their colors and the violet its perfume; the first fire, and how Jack Frost runs away are charmingly told of.

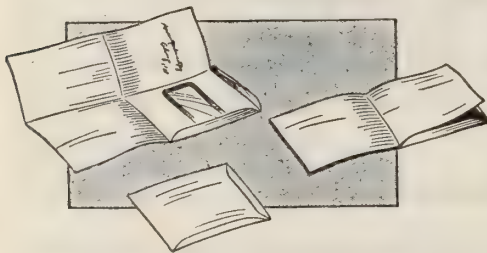
25 illustrations by Maginel Wright Enright. Cloth, 8vo. Net \$1.00

RAND McNALLY & CO., Chicago and New York

New Goods Described and Illustrated

Letter and Envelope in One Piece.

A clever French inventor has brought out a brand-new envelope by resurrecting an idea in vogue when the post-chaise traversed Europe, and combining with it the modern transparent patch seen on many business letters, whereby the address, written on the letter, does not have to be repeated on the envelope, states a recent issue of *Popular Mechanics*. The French device consists of a sheet of writing-paper with two gummed flaps, and the transparent patch



referred to. Upon writing the communication and folding the letter twice the missive becomes an addressed envelope, needing only the adhesive action of the gummed edges and a proper postage-stamp. Another advantage is the fact that the cancellation stamp of the post office, giving the date, is affixed to the letter itself, thus avoiding a common source of dispute which the ordinary system of correspondence is subject to, by reason of throwing away the envelopes upon opening letters.

A New Copy-holder and Line-finder.

The Lineguide Manufacturing Company, 125 North Fifth avenue, Chicago, have just placed upon the market a line-finder and copy-holder for use by stenographers in transcribing notes, which will prove of great value to both stenographer and employer as a time-saver, as more work can be accomplished, and greater accuracy can be secured. By the touch of a key, the line indicator drops with perfect accuracy, so no time is lost in finding the place, and eliminates any necessity for recopying.

Wire Umbrella Stand.

The Massillon Wire Basket Company, of Massillon, Ohio, is placing on the market an umbrella stand that should find ready favor in a great many offices.

This new stand is made of smooth, non-rusting, galvanized wire, and is finished in a dark-green enamel which gives it a pleasing appearance. The bottom of the stand is a heavy pan, which holds the water dripping from the wet umbrellas, thereby preventing it from running over the floor, and also adds weight to keep the stand from being easily tipped over. The open mesh permits the free circulation of air, making a perfectly safe place to leave umbrellas to dry.

Paper Novelties for Stationers.

One concern in its annual catalogue just issued, illustrates 57 or more varieties of its products, most of which are designed especially for stationers and the small store trade, and include items selling at 5c., 10c. and 25c. A few of the popular specialties which are mentioned in the catalogue are: waxed lunch rolls, paper towels, in sheets and rolls, paper drinking cups, table sets for picnics, table cloths and napkins in one hundred designs in fast colors, pulp and paper dishes, spoons and doilies, jelly protectors made of both glassware and waxed papers, outing sets and a number of sanitary paper articles. A recent novelty, which is meeting with considerable success, is the Sanitary Party Set, which consists of a table cloth, ten fancy napkins, ten eight-inch papyrus plates, ten berry plates, and ten spoons. All these items are packed in sealed cartons and envelopes.

The Enclosure Envelope Opener.

An advertising novelty which possesses the faculty of automatically compelling the attention of the user and which is available in practically every field of endeavor is the Enclosure Envelope Opener. This is a new device in the shape of a piece of strong card board fitting into an envelope in such a way as to leave one corner projecting a half inch or so from a small slit in the end of the envelope. A pull on the projecting corner opens the envelope by cutting the end thereof. Printed matter on this enclosure cannot escape the eye of the person opening the envelope, and advertising of any kind desired by the sender is sure to be read or at least noticed by a large percentage of the recipients.

A prominent feature of the Enclosure Envelope Opener is the fact that it utilizes serviceably the full weight to which one is entitled for postage and which is seldom used.

A Blotter Penholder.

The Blotter Penholder is a penholder with a patented blotting cone attached to the end of the penholder. It absorbs the ink perfectly, and for occasional blotting it is most convenient and serviceable. It is claimed by the makers that the ink which is absorbed by this cone blotter dries and evaporates instantaneously, which makes the cone always ready for instant use.

The Blotter Penholder can also be used for advertising, souvenir or premium purposes. It is inexpensive as well as novel, and can be purchased very cheaply in quantities.

Separate blotting cones will be sold to replace those that are scraped down too small, or those that will not absorb ink any longer. Like the best blotting paper, these cones will not absorb ink everlastingly, although they will last for months or weeks, according to the amount of use they are put to.

The Blotter Penholder will be mounted on attractive display cards, and it is believed that the article is useful and cheap enough to sell to everyone who uses pen and ink.

New Loose-leaf Memo Book.

From the Brooklyn Novelty Co., of 26 Union Sq., New York, Bookseller & Stationer is in receipt of a sample of their new loose-leaf memo book, designed to retail at 10c. The cover is of imitation leather. The stock is brown paper with close ruling and the book is indexed by means of red index cards attached to sheets of a different color. The sheets are held together by dome fasteners and consequently any particular sheet can be readily removed. It is a vest pocket book, the size being 2¾ in. x 4½ in. It is end opened.

Patriotic Erasers.

A new series of erasers just introduced by the Copp, Clark Co. include sizes to retail at 1, 3 and 5c, and they bear the names Patricia, Queen's Own and King George, respectively. Each

The Coming Big Seller of the Year

Published June 2nd.

Mr. Winston Churchill's New Novel

A Far Country

(Copyright in Canada. All rights reserved)

With Illustrations. Cloth, \$1.50.

READERS of "The Inside of the Cup" will welcome this new story of contemporary life on this continent, in which the author shows how most men and women in their youth, disregarding the advice of parents and friends, adventure into a far country to find out for themselves the very things against which they were warned; and how even the greatest success in life can be nullified and converted into the proverbial "husks" by the failure to apply the basic principles of honesty and truth.

Without doubt it will be the most widely read and thoroughly discussed novel of the year.

THE HAND OF PERIL

By ARTHUR STRINGER is a detective story that will thrill the most hardened "Sherlock Holmes" and "Raffles" readers. Coloured jacket, \$1.25.

ALICE AND A FAMILY

By ST. JOHN G. ERVINE

Alice, a little Londoner of the real type in speech is much like "Wee McGreegor" and in performance much like "Mrs. Wiggs" of cabbage patch fame. Another laugh maker. Characteristic jacket, \$1.25.

DO YOU KNOW

THE HARBOR

By ERNEST POOLE

?

Possibly not, although a number of book-sellers have found a very good demand for it. It was reprinted six times within six weeks of its publication.

Handsome jacket, \$1.25.

HAVE YOU YET LAUGHED AT BEALBY?

By H. G. WELLS.

It is whispered that the late Lord Chancellor was laughed out of office, such a roar of merriment was occasioned by this diversion of Mr. Wells.

Think of such merriment in war time!

In attractive jacket, \$1.25.

MACMILLAN'S

:

TORONTO

:

MACMILLAN'S

The McKinley Edition of Ten-Cent Music

will always hold first place as an Edition of Standard, Classic and Teaching Music.

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the Teacher, Student and the Accomplished Musician.

It has proved itself, to thousands of dealers, to be the best foundation for a sheet music department.

Every copy of The McKinley Edition sold means a profit of over 200% to the dealer.

The McKinley Edition (Revised for our Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a "Trade Bringer" is the catalogues bearing the dealers' imprint which are supplied with both of these Editions. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and
Particulars to-day.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House"
in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET



PHYSICAL CULTURE

The Leading Publication of its kind.

Edited by John Brennan.

On sale the 21st of each month from your News Company. Fully returnable within 60 days. Give it a display. Call your customers' attention to it and they will not want to be without it.

Advertising matter furnished on request.

PUBLISHED BY

PHYSICAL CULTURE PUBLISHING CO.

FLAT IRON BUILDING

NEW YORK



Registered

Before buying a fresh stock of pens, get samples and prices of the famous

"Rob Roy" Pen

the popular and quick-selling pen.

It is made of fine steel, writes easily and smoothly and suits almost any hand. "Rob Roy" Pens are made in one of the best equipped factories in Birmingham, Eng.—the home of the pen-making industry.

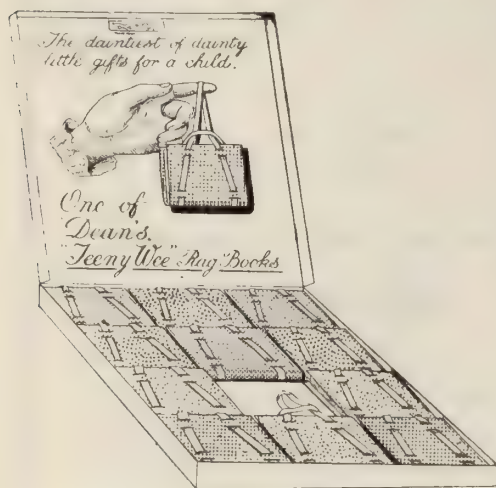
Manufactured by the proprietors:

Hinks, Wells & Co., Birmingham, Eng.

eraser is made in two colors. It is interesting to observe that the Copp, Clark Co. are now making, in their own factory, a goodly range of hardwood rulers, selling at different prices.

New Idea in Rag Books.

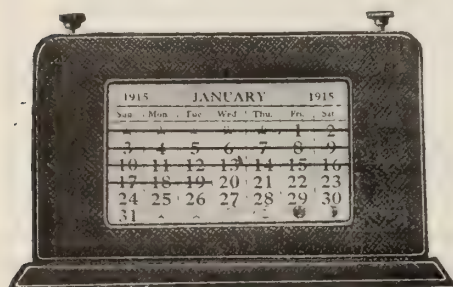
The illustration presented here shows a new idea in rag books—called the "Queenly Wee," coming in two varie-



ties of cloth printed in fast colors, as in the case of the larger books.

Cancel Days As They Pass.

The attention of Bookseller and Stationer has been drawn to certain errors that occurred in the description of the "Uptodate" calendar as given in this department last month. For that reason a correct description is now given. This new patented calendar, made in New York by the Ideal Specialties Manufacturing Corporation, comes in two sizes, the larger 5 inches high by 8½ inches long, the smaller 3½ inches high by 6



inches long, in leatherette, genuine leather of several qualities and colors, also in solid mahogany and quarter-sawn oak as well as brush brass cases, the latter in the smaller size only. Besides being more practical than the regular calendar, it has a feature that interests everybody. As each day goes by a bright red line mechanically conceals that date by turning the knob at the top of the frame, but still leaves all days in the month in view, showing the relation of the days past and to come to the indicated date. At the end of the month

the red canceling lines are mechanically returned by turning the opposite knob and changing the card for the next month, which makes it a perpetual calendar. It is claimed that the possessor of an "Uptodate" Calendar finds that he cannot get along well without it any more than without his telephone. It tells him the year, month and date as his time-piece tells the hours, minutes and seconds of the day.

New School Bags.

A new line of school bags which is catching on very well with the trade, as reported by the Copp, Clark Co.'s travellers who recently went out with the samples, comprises several sizes of American cloth bags, which are most presentable, substantially made and waterproof, and which ably replace the British canvas bags not obtainable this year.

Patriotic Playing Cards.

"The Allied Armies" is the name of a new-comer among playing cards. On the back of each card are shown the flags of the different countries, printed in four colors, but a still more effective fea-



Illustration of the flags appearing in the new allied armies playing cards.

ture is the fact that on the face-cards are pictures of the kings and queens, and the aces bear the arms of the allied countries. The half-tone illustration is presented through the courtesy of Buntin, Gillies & Company.

New lines of pencils which are appearing in the trade as a consequence of the shutting out of the German pencils include a series of all grades, called the "Royal Academy" drawing pencils; "Silko," an HB and H rubber-tipped pencil; "The Auditor," a hexagon, colored checking pencil, and "Black

Watch," a round, black ink checking pencil. All these are introduced by the Brown Bros.

Brown Bros. have been appointed Canadian sales agents for the sanitary erasers, made by the O. K. Manufacturing Co., of Syracuse, N.Y. Models are being made for both ink and pencil erasing.

Now that Italy is in the war, the Copp, Clark Co. have added the Italian flag to their series of flags of the Allies, which include the Russian, Servian, Japanese, French and Belgium flags. The sizes will be 8 x 12 in. and 14 x 18 in., to retail at 5c and 10c respectively.

This same firm is now manufacturing a flag outfit which includes a large flag, flag-pole, halyard and window-pole holder, the outfit being designed to retail at \$1.25. It is safe to forecast that there will be a strong demand for these outfits, as they are eminently suitable for use outside of stores and other buildings.



UP GO PENCILS.

There is a danger of copying ink pencils disappearing from the market altogether. Meanwhile the prices are soaring. This is because of the fact that one of the chief essentials comes from Germany.

The same is true of certain colored pencils and dealers need not be surprised to find that what will seem to them exorbitant prices will be asked when they next seek to place orders but they should not hesitate to purchase because the chances are that prices will go still higher.



It is just as sensible for a business man to refuse to study business literature as for a medical student to refuse to study medicine.

Service implies a bright, clean and attractive store, one that will prove attractive to women as well as to men.

Good service creates confidence. That quality cannot, however, be created in a day. It comes through a process of evolution. Here a little and there a little. A little courtesy to-day. A little attention to-morrow. Goods never being other than they are represented to be, and goods delivered when it was promised they should be.

The man who can stand up and be cheerful under adverse circumstances will have the sympathy of people and their help to a greater extent than the man who goes to pieces the minute a piece of ill-luck looks over the fence at him.

Don't bother with supplying brains for help with brains of their own. It's cheaper to pay more money and get help with brains of their own.

Work may tire the body but it does make a fellow feel good.

"The humor of the story is altogether capital, and the plot or story is also admirably constructed. Indeed, in this respect I think it excels "David Harum."—Forbes Heerman.

Mr. Heerman wrote the introduction to David Harum and is pleasantly remembered for his intimate connection with that book.

IF YOU LIKED "DAVID HARUM"
YOU WILL LOVE

HEPSEY BURKE

The book that is rapidly winning friends—have YOU read it.
CLOTH, \$1.35

NEW YORK: H. K. FLY CO.

PUBLISHERS

TORONTO: THOMAS LANGTON

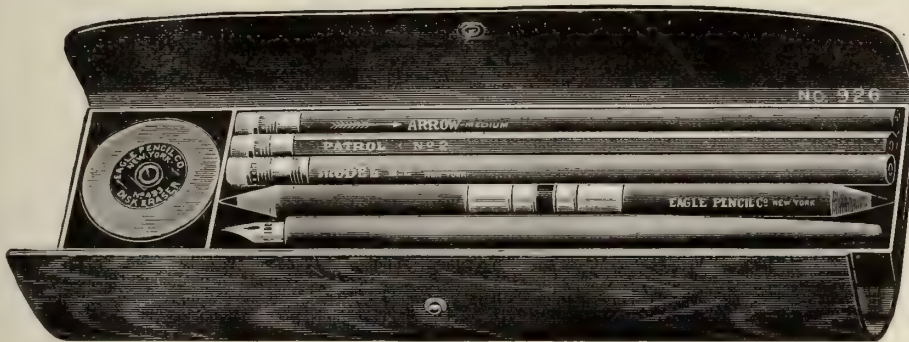
Highest Class
Wood Photo Frames
Made from All-wood
Mouldings
Beautifully Inlaid

Messrs. Edward Mortimer
LIMITED
HALIFAX, ENGLAND

London Show Rooms, 34 Paternoster Row, London, E.C.

New Designs
for 1915

ATTRACTIVE AND USEFUL DESK SET



No. 926—Case of Imitation
Leather, Assorted Colors,
Single Clasp, containing Six
Pieces. A Very Handy Set
for Ready Use.

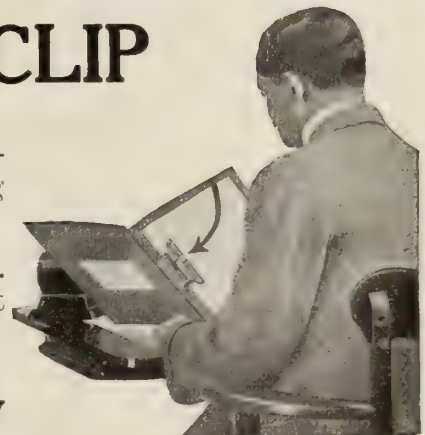
**Eagle Pencil
Company**

377 Broadway, New York

The CLIP of a HUNDRED Uses B. & P. PROGRESS CLIP

Almost every office or home will find many uses for this serviceable clip. The neatest, most compact, strongest gripping clip on the market.

Easily handled. Opens with a slight movement of the thumb. Stays open while sheets are removed or inserted. Closes just as easy.



Holds One Sheet as Well as Fifty



The B.&P. Progress Clip is fully described in Loose Leaf Catalogue No. 2, a copy of which will be gladly sent on request. If you have not received your copy yet, write for it to-day. There are many items described therein that will be of particular interest and appeal to your customers. Write for it now.

Boorum & Pease Loose Leaf Book Co.

Makers of "STANDARD" LOOSE LEAF DEVICES

MAIN OFFICE: Hudson Ave. and Front St., Brooklyn, N.Y.

SALES ROOMS: 109-111 Leonard St., New York; Republic Bldg., Chicago, Ill.; 220 Devonshire St., Boston, Mass.; 1000 Laclede Ave., St. Louis, Mo. FACTORIES: Brooklyn, N.Y.; St. Louis, Mo.

Reducing Waste to a Minimum in Photography

Dealers Should Familiarize Themselves With Pointers of This Nature So As to Profitably Advise Beginners.

THE wise dealer will make it his endeavor to give his customers pointers as to camera efficiency looking toward the reduction of waste to a minimum. This is the way to meet the oft-repeated assertion that photography is an expensive hobby.

It must, indeed, at times seem expensive to beginners after a reckless expenditure of plates or films on subjects of little value in themselves, exposures made late in the day or otherwise defeating the object they wish to attain. To anxiously look at films or plates after development only to find a succession of blanks or indistinguishable blotches cannot fail to emphasize the fact that money has been spent for no return. The dealer should do his best to guard against such experiences on the part of his customers.

A writer in a recent issue of the *Amateur Photographers' Weekly*, gave a fund of advice on the advantages of hand cameras pointing the way to saving rather than increase in photographic expenditure.

Following are some significant extracts from the article which will repay careful perusal on the part of the dealer so that he may pass those pointers on to the beginners among his customers:—

One of the greatest aids to economy is that of the perfection to which the small camera has been brought during the last few years. The modern vest-pocket camera if properly used, leaves nothing to be desired as an instrument of precision and accuracy, and the cost of materials is reduced. During the last two years the price of plates has increased by about half. And so, when we are working fairly large sizes, such as 4 x 5 or 5 x 7, this will be found to increase the plate bill considerably.

Nor is this the only point in favor of the small camera. The ordinary 4 x 5 or 5 x 7 print is of very little if any use for many purposes for which a photograph is required, and an 8 x 10 enlargement at least becomes necessary; this applies to prints for wall decoration, exhibition or competition work. Then the moral in this instance is surely obvious. An 8 x 10 enlargement from a 4 x 5 negative, other things being equal, will not differ very perceptibly from one taken with a vest-pocket camera, while if the negative is a waster, and even the best of workers have their failures, then it is economy to waste small rather than large plates or films.

There is a decided tendency in exhibition and competition work towards larger sizes than we usually find in a contact print, and the high-grade lenses and extreme accuracy of the modern vest-pocket camera certainly commend them to the worker who has to consider the question of economy. Bromide paper is far cheaper than glass plates, and if the final result is to all intents and purposes the same, then it is certainly sound economy to use a small camera for the production of the negative.

There is, however, one point that needs to be emphasized here, and that is, if we wish to obtain the very best possible results from our apparatus we must treat it and use it for what we know it to be, and that is an instrument of scientific accuracy which, to obtain a perfect result, demands care and precision from its user. The tiny negatives will have to be of pin-point sharpness, and to obtain the critical definition essential for the making of a perfect enlargement nothing must be left to guess-work.

The difference of a fractional part of an inch on the focusing scale will mean an image of crisp definition or a meaningless blur. The writer has known some workers treat a vest-pocket camera with a lens demanding accurate adjustment in the same way as they would use an ordinary fixed-focus hand camera, and then complain that the instrument is a toy and inaccurate.

One thing is certain, and that is that the small camera, treated for what it is, will give clear, sharp definition in its negative that will make even 12 x 15 enlargements as technically good as contact prints.

About Complaints.

The number of complaints received by the average dealer in a single season from amateurs who do their own developing and printing as to the unsatisfactory results they obtain must amount to legion. Sometimes it is the camera that is blamed for the trouble, but seldom is the root of the evil struck first time, i.e., the chemicals and printing paper used. We do not advocate the use of any particular brand of chemicals or paper, but we do insist that it is the duty of every dealer to instruct the tyro to try a certain make (we care not whose it is) and stick to that particular one until he has got to know its capabilities. It is suicidal to success to skip from

one brand to another. A thorough knowledge of the possibilities and limitations of the chemicals and paper he is using is absolutely essential to the amateur who intends to get out any pictures worthy of the name. After trying and "finding out" a particular brand, no one can object to him giving trial to another, for it is only by this means that the best can be obtained for the particular object that is in view.

Press Photography as a Profession.

The growth of press photography as a profession is demonstrated by the Press Photographers' Directory Section of "Sell's World's Press" for 1915, which shows that there are no fewer than forty-one agencies in London alone dealing solely in pictures for the Press, while fifty-three large photographers have special "Press" departments. The directory this year also includes, besides a long provincial list, the names of photographers all over the world, special attention being paid to the States and Canada.



EMPLOYEES CONTROL PLANT.

The New York World publishes the following account of the profit-sharing scheme of the Dennison Manufacturing Company:

"The most radical profit-sharing plan ever undertaken by a big corporation has been put into effect by the Dennison Manufacturing Company.

"This great \$6,000,000 corporation, with factories at South Framingham, has been turned over to its 2,400 employees, who will have full control of the concern. Only the 8 per cent. preferred stock, with a more or less fixed income, is retained by the original owners, who will have no voice in the affairs of the company. Not even the distribution of profits by the Ford Automobile Company equals the Dennison move in the surrender of business control to employees.

"Every employee of the company is to share in the profits. Each employee receiving more than \$1,200 a year will be given common stock, with voting privileges.

"Only in event of the depreciation of the preferred stock dividends to below 6 per cent. for a full two years, may the preferred stockholders regain management of the company, and then only until the interest on their stock shall have been paid."

Price \$1.50 Net.

The SEAS
of GOD

THE ENEMY
GEORGE RANDOLPH
CHESTER
LILLIAN CHESTER

The
Cocoon
Ruth
Mc Enery
Stuart

THE
WAR
TERROR
ARTHUR BRESNAHAN

Mothercraft

Sarah
Comstock


Modern
Warfare
Henry Smith
Williams, MD, LL.D.

Defenseless
America
Hudson Maxim

Presented by the Famous Pathe Players.
Cloth, wrapper in colors, 50c. Paper, 25c.

TORONTO

HILAIRE BELLOC'S GENERAL SKETCH OF THE EUROPEAN WAR

Vol. 1. The First Phase

70 Maps and Diagrams

PRICE \$1.50

Since the outbreak of war Mr. Belloc has been recognized as the leading military critic in Great Britain. His articles in "Land and Water"—for which he is said to be paid \$500 per week, are read eagerly by the soldiers in the trenches, as well as by an immense public throughout the world.

No one is better qualified to explain the problems and events of the war.

He served his time in the French artillery; knows intimately, through his numerous walking tours, every step of the French war area, and his previous books have proved his uncommon charm and ability as a writer.

This work is the only history of the war that will be written by Mr. Belloc.

Ready July 1.

Order now.

Thomas Nelson & Sons

95 King Street East ••• Toronto

ESTABLISHED 1798

London Edinburgh New York Paris

Sell Records!!

Dealers looking for a profitable line should certainly handle GUARDSMAN

MADE IN ENGLAND

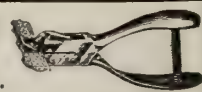
**Gramophones,
Records and
Needles.**

The Records—10 inch, double side—retail at 60c. each. Write to-day for agency proposition. If you enclose \$1.00 we will send you samples.

**Guardsman Record Agency,
210 Board of Trade,
Montreal**

TICKET and CONDUCTOR PUNCHES

THE BEST MADE
THE FRED J. MEYERS MFG. CO., Hamilton, Ohio, U.S.A.



There is Big Money in Automatic Card Printing

The Automatic prints while you wait
Business and Calling Cards, Tickets,
Invitations Announcements & many
others. Prints 100 per minute, 6000
per hour. Write today for our free catalog 36.

S. B. FEUERSTEIN & CO.
542 W. Jackson Blvd., CHICAGO



Do Not Miss the
July Issue of

Canadian Book News

BOOK YOUR SUBSCRIPTION
WITH YOUR BOOKSELLER

**50 Cents
a Year**

Keep Posted on New Books



TOYS

Manufactured by **THE WILKINS TOY CO.**
KEENE, N.H., U.S.A.

Represented by
RIEMANN, SEABREY CO., 11-15 Union Square W., New York

TOY PROFIT

There is good profit in a line of Toys—besides, it attracts the family trade and that is the kind that pays.

Successful toymen keep posted on trade happenings, new articles, new ideas of salesmanship and window dressing, where to buy stock, etc.

"PLAYTHINGS"

each month has all the news of the toy trade. Subscription price **ONE DOLLAR AND FIFTY CENTS** a year postpaid.

Subscribe now and join those who are keeping up-to-date and in the swim.

A sample copy free if requested.

**McCREADY PUBLISHING CO., 118 East 28th Street
NEW YORK**



LOCAL VIEW POST CARDS ADVERTISING POST CARDS

IN RUNS OF 1000

That's our specialty. As the only Post Card concern in the country devoting its entire effort and attention to one-thousand runs we offer you unusually satisfactory service, prompt delivery and best possible prices. Supplied in Black and White Photogloss and in our rich Autocolor.

Send to-day for samples and prices.
Jobbers wanted everywhere.

GILBERT POST CARD CO.

309 River Street

CHICAGO

VENUS PENCILS

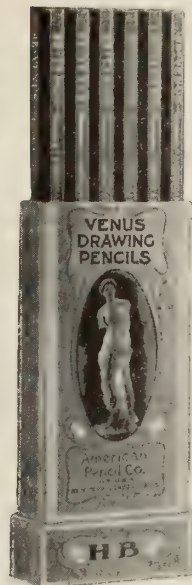
EVERY architect, draftsman, engineer and surveyor in your territory is a logical customer for Venus Pencils. If they are not using Venus Pencils now, it is because they have not been fully informed as to the good points of these pencils.

The uniformity and long-lasting qualities of the lead in each grade—the evenness of the grain of the wood—the ease with which a Venus Pencil can be sharpened and kept sharp—and that one Venus will outlast six ordinary pencils—are only a few of the talking points you should use in educating your customers to ask for Venus Pencils, "By the Box."

MILO RUBBER BANDS

Are made of the very finest Para Rubber in assorted sizes, and are unconditionally guaranteed for five years.

Milo Rubber Bands are sold by the pound, half-pound, quarter-pound and oz. packings.



VELVET PENCILS

Every concern that employs an office man, accountant or clerk ought to be a user of Velvet Pencils for all general office work.

Velvet Pencils are economical because the smoothness of the lead and the even fibre of the wood make it unnecessary to sharpen them as often as is the case with other pencils.

Velvet Pencils (selling for 5c. each) will outlast two ordinary pencils. They can be sharpened accurately, will keep their points, wear down to the last inch, and are each equipped with a Velvet Rubber Tip.

VENUS RUBBERS

Don't forget our latest product, the Venus Rubber. Pliable and soft. Indispensable for all pencil purposes.

Superior to all others for cleaning drawings and engravings. Made in grey to avoid any discolorment of paper, so often found with colored erasers. All sizes from 4 to 100 to the box.

WRITE US FOR SAMPLES AND PRICES.

American Lead Pencil Co.

220 Fifth Avenue, New York

(and Clapton, London, Eng.)

In addition to the above we make a complete line of pencils of every style and grade—penholders, erasers and rubber bands.





Made in America by
The Oldest Lead Pencil Factory in America

WHEN we announce that the "Van Dyke" Is the Best pencil we have produced, every stationer knows that it must be one of exceptional merit.

Fifty years of experience, coupled with the best efforts of our chemical laboratory in the conduct of varied and prolonged experiments to provide what is essential in a lead we would call "our best," have resulted in the "Van Dyke."

Absolute smoothness, an unvarying texture and a wear-resisting durability—elements so necessary in the ideal drawing lead, have been developed to an unusual extent, and the "Van Dyke" will more than satisfy the most critical of professional and technical users.

No. 600 "Van Dyke" is Hexagon Shape, Yellow Polish, with lead in the following degrees: 6B, 5B, 4B, 3B, 2B, B, HB, F, H, 2H, 3H, 4H, 5H, 6H, 7H. Quality and Accuracy of Degree of Lead Guaranteed.

We shall be glad to submit samples and interesting prices to the trade upon request.

EBERHARD FABER - - - NEW YORK



Retails for \$1.00

SELRIGHT TALKING MACHINE

THIS PICTURE IS A FAC-SIMILE OF THE MACHINE
REDUCED TO ONE-EIGHTH SIZE.

WILL PLAY ANY SIZE RECORD.

Every machine examined and tested by an expert before shipping.

Each packed in a heavy carton for safety in transit.

SELCHOW & RIGHTER CO., 620 Broadway, NEW YORK



Thousand Thanks

1000 Embossed stickers like the cut for \$1.00, or 10c. for 100.

Originators of the Embossed Courtesy Correspondence Seals

S. GILMARTIN, 54 BIBLE HOUSE, NEW YORK, N.Y.

I will be in Montreal during week of June 7th. Letters from the trade addressed to me at the Post Office, General Delivery, will be appreciated.

LOCAL VIEWS

441 BROADWAY, NEW YORK.

Postcards printed to order from 100 up. Your Building, Interior, Street Scenes, Churches, Factories, etc. 500% Profit. Write particulars, free samples. SPECIAL:—1000 Comics, Lovers, Mottoes, Birthday, Best Wishes, \$3.50, carriage charges prepaid. Agents wanted.

LOCAL VIEWS

Hold the line



(Registered.)

Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

Supplied by all the leading wholesale houses in Toronto and Montreal.

London (Eng.) Export Agency, 8 St. Bride St., LONDON, E.C.

JOHN HEATH'S TELEPHONE PEN
O 278-F

PATENTED.



Made in two sizes:
large size 5 in. high by 8½ in. long;
small size, 3½ inches high by 5 in. long.

UPTODATE Calendar

The one only new thing in the world of calendars. The only practical Desk Calendar. A red line mechanically cancels past dates, but still shows the relation to the days past and to come, to the present indicated date. Can be used from year to year. It finds a ready sale wherever displayed. Made in "Leatherette," Genuine Leather, Quartered Oak, Solid Mahogany, and Brush Brass cases.

Write for price list and particulars.

IDEAL SPECIALTIES MAN'G CORP.
552 PEARL STREET NEW YORK, U.S.A.

Improved Superior Paper Fasteners

are appropriately named. They ARE Superior to all others.



Double prongs prevent paper twisting. Prong houses protect fingers.

Actual Size

Send for samples and prices.

SAMPLES FREE—TO PROVE QUALITY

To back up our claim for **Whitedge Efficiency** typewriter carbon paper as the most satisfactory in actual use, we will mail you free samples, fully assured that your order will follow.

It is the paper that typists themselves prefer after once using it. The supplying of **Whitedge Efficiency** adds prestige to the business of the stationer who sells it, because it produces clearer and cleaner copies and naturally produces repeat orders.

Made only by **H. M. STORMS CO., New York.**

Canadian Distributors: **THE A. S. HUSTWITT CO., 44 Adelaide St. West, Toronto, Ont.**

Order This TRIAL ASSORTMENT of HOLMAN PHOTO ALBUMS

This assortment gives you the cream of the line and will meet every ordinary demand.

Have these albums in stock to fill the demands of amateur photographers for albums to accommodate snap-shots, vacation pictures, etc.

They will be big sellers in the summer months. You have never invested \$15 to better advantage.

Orders filled the day they are received.

These Popular Sizes: 4½"x5½", 5½"x7", 7"x10".

5 paper bound
11 cloth bound
11 imitation leather bound
5 genuine leather bound
(including bound and loose-leaf books).
32 in all — every book different no two alike.

Will sell for - - - \$22.50
Cost to Dealer - - - \$15.00
Your Profit - - - \$ 7.50

A. R. MacDOUGALL & CO., 266 KING ST. WEST, TORONTO, CANADA

CANADIAN REPRESENTATIVES

We are pleased to announce the appointment of J. G. F. ANSLEY, 408 Lumsden Bldg., Toronto, as our Canadian representative

ESTABLISHED 1849

W. C. HORN, BRO. & CO.

Trade-Mark "NONPAREIL"

Manufacturers of Stationers' Specialties

541-547 Pearl Street, New York

CAMERA ALBUMS
AUTOGRAPH ALBUMS
POST CARD ALBUMS
POSTER STAMP ALBUMS
SCRAP BOOKS
INVOICE BOOKS
PRESCRIPTION BOOKS

LIBRARY SCRAP BOOKS
With Pockets for Filing
GUMMED STUB FILES
BINDERS: SPRING BACK
AND NEEDLE
BILL HOLDERS

EXPENSE BOOKS (Spears')
BACKGAMMON BOARDS
CHESS AND CHECKER BOARDS
ROYAL IVORY
TOILET AND MANICURE SETS
ETC., ETC.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word per insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittances cannot be acknowledged.

MISCELLANEOUS.

BOOKS—ALL OUT OF PRINT BOOKS SUPPLIED no matter on what subject. Write us. We can get you any book ever published. Please state wants. When in England call and see our 50,000 rare books. Baker's Great Book shop, 14-16 John Bright Street, Birmingham, England.

PAYSON'S INDELIBLE INK. TRADE SUPPLIED by all Leading Wholesale Drug Houses in the Dominion. Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.

HOTEL DIRECTORY.

HALIFAX HOTEL
HALIFAX, N.S.

ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and
Fire Insurance Agents.
15½ Toronto St. 52 Can. Life Bldg.
Toronto Montreal

CARBON PAPERS AND TYPEWRITER RIBBONS

Manufacturers of the highest quality.

It will pay you to give your customers the best.

J. A. HEALE & CO.
96 JOHN STREET NEW YORK

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Try it out



Get this New Booklet

SENT FREE ON REQUEST

"How to Place Your Pictures" is a new, profusely illustrated booklet that is proving a tremendous selling help to many dealers. Their clerks are greatly increasing their sales through its assistance, in pointing out the numerous uses of

Moore Push-Pins

Glass Heads, Needle Points

Moore Push-less Hangers

The Hanger with the Twist
Has inclined tool-tempered steel nail.

Our continuous advertising in high-class mediums of broad scope is creating a strong consumer demand for these conveniences. Many of your customers may not know you are handling Moore Push-Pins and Push-less Hangers.

Why not take advantage of our extensive advertising? Link your store up to it by getting Moore goods prominently on display.

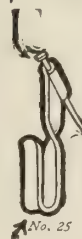
The free booklet, "How to Place Your Pictures," will also prove a definite help in increasing your sales and profits.

Send for one to-day—

Also prices and discounts.

MOORE PUSH-PIN CO.

113 Berkley St., Philadelphia, Pa.



You can talk across the continent for two cents per word with a **WANT AD.** in this paper.

The Potency of Advertising

THE AVERAGE merchant in the smaller cities and towns has but a hazy idea of the power of advertising. In a vague way he realizes that advertising may be a good thing—for the other fellow. Generally he regards it as an expense—as a luxury which he cannot afford. The big fellow, perhaps, is justified in indulging his vanity in this respect, but he—has he not been in this very location for lo! these many years? Is he not known to every man, woman and child within a radius of ever so many miles? Assuredly advertising for him, he argues, would be a needless expense.

The ad-man's answer to these and every other objection raised by the doubting merchant is that within the last few years the art, or science, or business of advertising has been developed by the expenditure of enormous sums on printer's ink, until at the present time advertising is the greatest force in the economics of business.

To-day the compelling influence of advertising plants two or three pairs of shoes where aforetime but one pair flourished. Advertising puts a pianola into a home where a piano also abides. It turns the runabout into a touring car. It causes ten millions of people to masticate gum. For breakfast we have oranges kissed by the sun, desiccated cereals with which every child in the land is familiar, ham that certainly is, and coffee that answers to a name that you read in a thousand ads. You, Mr. Merchant, go to your store clothed from top to toe in garments that look out at you from the pages of every paper you read. You, yourself, in your business testify to the power of advertising when you buy and sell the most generally advertised goods. You, yourself, welcome any assistance which your wholesale dealer is willing to give you in exploiting your wares. But do you, yourself, exploit your wares? Adequately?

Suppose you attempted to run a boat against the current of St. Clair River from Detroit to Sarnia. Would you not see to it that besides having a seaworthy craft and a competent crew, you had a head of steam sufficient to stem the current?

The river symbolizes your business, the current is your competition; the crew your clerks. You are the captain, advertising is the motive power, and the money you spend is the pressure. And by no artifice can you drive your craft upstream at the fastest possible speed without keeping the pressure near to the popping point.

The amount a firm is justified in spending on advertising varies with the amount of business present and prospective; but every business under the light of the sun, which handles a human need, can spend, say, two per cent. of the gross receipts with a certainty of immediate or ultimate profit.

Any grocer would be willing to buy regular customers at \$10 each. They would be cheap at that price. And any grocer who will spend \$50 a year on advertising, and hasn't gained five new customers during that time, must look to his methods, his goods, or his prices for the explanation, for the fault assuredly will not lie in his advertising, if he has given it even moderate attention.

Here's another point worth noting—it is possible to spend too little on advertising. Five dollars a year spent on publicity might bring disappointing results. Fifty dollars might double itself in direct returns—while three or four hundred might be expected to be trebled in that time.

If you are a blacksmith let the owners of horses know about it. If you sell shoes say so—and keep on saying so. If you handle the wherewithal to feed or clothe people, the more you spread the news, the more grist will come to your mill.

And above all when you start to push your goods, keep your shoulder tight up against the wheel—for the public has a poor memory, and there is more commercialism, and less friendship, in business in this year of grace than there ever has been since men first began to bargain for gain.—*Sarnia Canadian.*



By Far the Most Prominent Typewriter
Ribbons and Carbon Papers To-day

MITVOL RIBBONS AND CARBONS

Just as the progressive stationer to-day selects the "standard" in other lines, so in typewriter ribbons and carbon paper he should invariably choose—The Mitvol Line, known and sought after the world over for its better quality, durability and economy. One of the big features of the Mitvol Line is that it not only wins new trade but holds the old with enthusiasm. There are excellent sales possibilities in pushing the Mitvol Line.

Write for dealer proposition and attractive advertising helps to-day.

MITTAG & VOLGER, Inc.

Principal Office and Factories: PARK RIDGE, N.J., U.S.A.

BRANCHES:

New York, N.Y., 261 Broadway. Chicago, Ill., 205 W. Monroe St. London, 7 and 8 Dyers Bldg., Holborn, E.C.

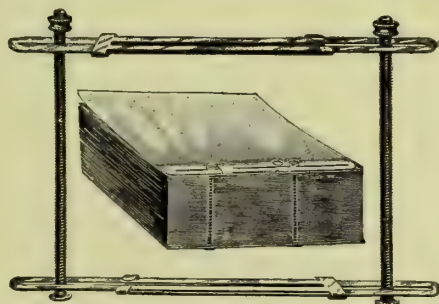
AGENCIES—In every part of the world; in every city of prominence.

HOW DO YOU SHELVES YOUR LOOSE LEAF RECORDS?

In Bundles? In Bookform?

Any office boy can do the latter by using the

"F-B" Loose Leaf Holder



Pat. May 13, 1913

Practical and low priced.

Adjustable to fit any size of paper.

Independent of the location of punchholes.

Send for prices and particulars.

ROCKHILL & VIETOR, Sole Agents, Dep't "F-B"

(Branch: 180 N. Market St., Chicago) **22 Cliff St., New York**

REAL PHOTO POSTCARDS

Produced from customers' originals. Good prints may be sent (any size) for reproduction.

PRICES: F. O. B. London, Packing free.

	500 each.	1000 each.
Real Photo Glassy Surface (Toned)	9.50	9.00
Real Photo Glossy Surface (Black and White)	9.00	8.50
Real Photo Matte Surface (Black and White)	8.50	8.00
	per thousand.	

Reduced prices for quantities. Samples post free.

TERMS: 2% cash with order, or against B/L. subject to references.

PHILIP G. HUNT & CO.

Head Office and Factory:—

British Real Photo Post Card Works,

332, Balham High Road

London, S.W.

Telegrams: Autobrom-Bal, London.

(City Office: 34, Paternoster Row, E.C.)

All communications to Head Office.



Picnic Time is Here

The call of Nature is heard by countless thousands who live and work in the city's noise and dust. Don't you think that by a suggestive display of outing goods you might be doing a little towards "brightening up" at a time when every effort is needed? These lines will help you.



PAPRUS MOULDED PULP PLATES—two sizes, eight inch, and five inch for serving ice cream, etc. These are the cleanest, strongest and cheapest plates to be had. In 5c and 10c packages in both sizes.

LILY PAPER CUPS are sanitary, inexpensive and easy to carry. Made of waxed paper throughout. Sold in 5c original packages and in tubes of 100 cups.

HANDY PICNIC PACKAGES, a transparent tissue envelope containing one white crepe tablecloth, and twelve pure white doilies. Solves the dust problem. (Tablecloths also sold separately.)

CREPE TABLE NAPKINS in new and dainty fast color designs, banded 100 of one design, also in ten cent packages of eighteen.

LACE PAPER DOILIES—various sizes and designs. Supplied in four distinct styles of packing.

Housekeepers' Waxed Paper

WATER-PROOF

Contains 32 Sheets Fine White Waxed Paper, 12 x 18 Inches
Suitable for lining baking tins to prevent sticking, (saves greasing pans); packing sandwiches, &c., for lunches; wrapping to exclude air and dampness.

PRICE 10 CENTS

WAXED PAPER for wrapping lunches, etc.—

"Handy" package, containing 18 sheets, 11 x 15 in., 40 cents per dozen packages.

"Household" package, containing 32 sheets, 12 x 18 in., 72 cents per doz. packages.



BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty years the recognized authority for those interests.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 143-153 University Ave. WINNIPEG, 34 Royal Bank Bldg. LONDON, ENG., 88 Fleet St., E.C.

VOL. XXXI.

PUBLICATION OFFICE: TORONTO, JULY, 1915

No. 7

A Fountain Pen You Can Sell

*Pleases the Customer
Profits the Dealer*

Most people want a good fountain pen, but they won't pay a fancy price. And you can't afford to sell them a cheap pen, for you get a "come-back" every time you do.

Just let your customers examine the perfect workings of the

**Sanford &
Bennett**

AUTOPEN

**AUTOPEN
Ready
to Fill**

**AUTOPEN
Ready
to Write**

When you tell them the price, it is never questioned, because it is less than they expect to pay for a pen of quality. Every sale of a SANFORD & BENNETT AUTOPEN pleases the customer and profits the dealer.

With its exclusive features, perfect quality and extraordinary reliability, the AUTOPEN is sold at an ordinary price. The secret is this: Your customers pay for the pen alone. We do not charge for its service, satisfaction or popularity.

Our descriptive price list and discounts will show how to put your fountain pen business on a better basis. Mailed free upon request.

SANFORD & BENNETT CO.
51-53 MAIDEN LANE, NEW YORK

W. E. COUTTS, Canadian Sales Agent, 266 King Street West, Toronto, Ontario

THE AUSTRALASIAN NEWS COMPANY

(Limited)

THE NEW ZEALAND NEWS COMPANY

(Limited)

PUBLISHERS' AGENTS

We beg to announce that the above News Agencies have now been in operation almost two years, supplying the news trade throughout the Commonwealth of Australia, including all of Tasmania and the Dominion of New Zealand, with English periodicals as well as Literature of all kinds. The Home Office of The Australasian News Company, Limited, is at 226 Clarence Street, Sydney, New South Wales, with branches at Melbourne, Victoria; Perth, West Australia; Adelaide, South Australia; Brisbane, Queensland, and The New Zealand News Company, Limited, at 150 Wakefield Street, Wellington, N.Z., supplying all the North and South Islands of New Zealand.

We are prepared to handle all English publications and anything in our line.

PUBLISHERS' AGENTS

Arrangements may be made through our Canadian agent, THE TORONTO NEWS COMPANY, LIMITED, 42 Yonge St., Toronto, Ontario.




Where social standards
are highest you will find
in use quantities of

*Crane's
Linen
Lawn*

Eaton, Crane & Pike Co.
Pittsfield, Massachusetts
Toronto Office: 266-268 King St. W.

TUCK's



XMAS CARDS
CALENDARS
POST CARDS
BIRTHDAY CARDS
BLANK CARDS
JUVENILES
TOY BOOKS
PICTURES
ETC.

They are the MOST
WELCOME, ARTISTIC
and UP-TO-DATE

Every "TUCK" Card and other publication
bears the name of the firm and our "Easel &
Palette" Trade-Mark. DO NOT BE MISLED.
NONE GENUINE WITHOUT.

RAPHAEL TUCK & SONS CO. LIMITED
9 ST ANTOINE STREET
MONTREAL

BOOKSELLER AND STATIONER

A GRAND DISPLAY



OF BLACKIE & SON'S PICTURE TOY BOOKS at the London Toy Market, March, 1915

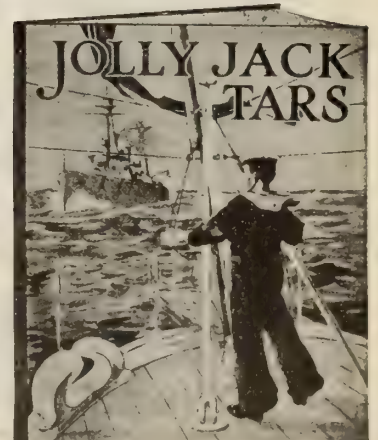
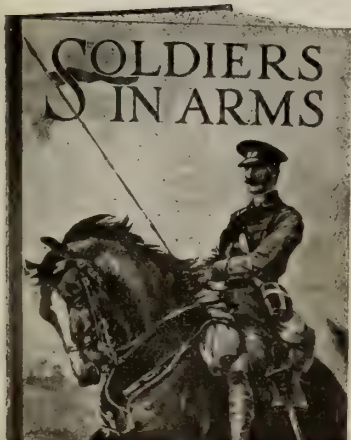
SEE OUR SAMPLES.

Carried by all wholesalers and by our
Canadian representative

Mr. Harold Copp

33 Richmond Street West ∴ Toronto

Blackie & Son, Limited
London Glasgow



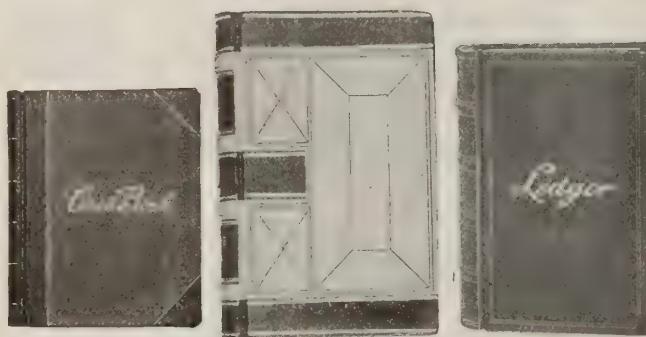
MADE IN CANADA

We manufacture and aim to have the most complete assortment of

ACCOUNT BOOKS

Every Description, Size and Quality

From the Largest Ledger to the Smallest Vest Pocket Memo Book



We keep the Finest Line (our own specialty)
MEMORANDUM and PRICE BOOKS

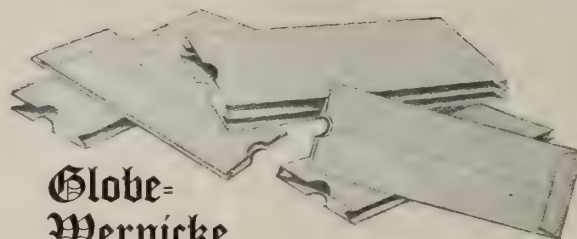


Also **BALANCE and COLUMN BOOKS, LOOSE LEAF LEDGERS, BINDERS and SHEETS.**

SEE OUR NEW CATALOGUE, BLANK BOOKS, LEATHER GOODS, ETC.

BROWN BROS., LIMITED
SIMCOE AND PEARL STREETS, TORONTO

Sell More Legal Envelopes



MANILA LEGAL ENVELOPES. Open End

Made in one piece from specially tough and durable manila tagboard. Have many superior points and are the most serviceable and satisfactory open end envelope procurable. Truly Globe-Wernicke Quality. Write us for discounts to the trade.

PRICES PER HUNDRED.

Size	Flat 1/2-inch	1-inch	1 1/2-inch	2-inch
No. 10—9 1/4 x 4 inches . . .	\$1.80	\$2.70	\$2.70	\$3.00
No. 11—10 x 4 1/4 inches . . .	2.10	3.00	3.00	3.60
No. 12—10 3/4 x 4 1/2 inches . .	2.10	3.00	3.00	4.20

Lots of 1,000, alike or assorted, 10 per cent. less.

Flat Envelopes packed 100 in a box. Other sizes packed 50 in a box. Shipping weight, about 100 pounds per 1,000.

Send through your order to-day.

The Globe-Wernicke Co., Limited, Stratford, Ontario

Support Home Industries



No. 179

One of the best ink concerns in the world is right here ready to offer you high quality products that have always given complete satisfaction.

As many dealers now realize Carter's Service can be depended on in any emergency.

Carter Inx



No. 79

(formerly written
Carter's Inks)



No. 19

After all
no ink like
Carter's.

The Carter's Ink Company

356 St. Antoine St. - Montreal, Canada

NEWS ABOUT SCHOOL SUPPLIES

Something about a Few New Lines for Profitable Selling at School Opening Time.



School Work Books

Five-cent lines, either scribblers or exercise books, with these new covers: Iron Duke, Boy Scouts, The Music Master, Peaceful Scenes, Children of the Sea, Floral Beauties, British Lion, Just Dogs, and others equally attractive and artistic.

Three-Cent Lines

White Beauty, Polar Bear, Maple Land, Chums, Canada Forever, Steady Breeze, Summertime and other beautiful covers.

As usual the paper is of the highest quality which the prices permit.



Patriotic Erasers

School erasers of good erasing material, made in combination red and blue colors in four sizes, as follows:

Patricia, to retail at 1c, costing the trade \$1 gross. The Queen's Own, to retail at 3c, costing the trade \$2.40 per gross. The King's Own, 5c eraser, costing the trade \$4 a gross, and "The King George" 5c eraser, costing the trade \$4.80 a gross.

Also the new Swansdown eraser to sell at 5c—40c a dozen, \$4.50 a gross.

New School Bags

Made of American cloth—waterproof bags ably replacing canvas school bags:

No. 402 black, with white binding, with strong gussets—large capacity, per doz. \$2.75

No. 362 with small gusset, brown binding, per doz. 2.10

No. 104 without gusset, brown binding, per doz. 1.80

Also the regular lines of canvas and leather school bags.

Tin Box Paint Sets

Long narrow boxes, with No. 7 camel's hair brush — exceptionally high-grade water colour paint, sure to meet with recommendation of school and art teachers. 4 colours in box, \$2.00 a dozen. 8 colours in box, \$2.25 a dozen.

Good Values in Pencils

Stock the Easy Writer, an unusually good 2 for 5 line—three grades—H, HB and B—without rubber tip.

"Royal Academy" drawing pencils, a high-class drawing pencil in the usual grades.

"Sovereign," "Business," "Purity," "Official" and "Tipperary" pencils.

New United States made pencils of high quality, giving good assortment of colors with rubber tips of good grade of rubber—cost trade \$4.20 a gross.

The 5c lines to push strongly.

Japanese Pencil Boxes

Taking the place of German lines, we offer this year most attractive pencil boxes from Japan—some of them highly ornate in design and colouring. To sell at 10c, 15c and 25c each.

Swansdown Penholders

An especially attractive line of rubber grip penholders put up a dozen in a box to sell at 5c each—all one colour.

New Pen Holder Assortment

For \$4.60 a gross you can buy assortment No. 1686:

6 cork grip	} A most attractive assortment for school opening trade.
4 rubber grip	
2 glazed finish	

"Velvet" Assortment

Rubber grip penholders, assorted colours, one dozen in box, retail 5c each.

Black penholders, graduated handles, smooth finish. No. 650, \$1.60 a gross; No. 651, \$1.85 a gross; No. 652, \$2.00 a gross.

Magnifying Glasses

A new British-made line, different sizes costing the trade \$1.20 to \$2.50 a dozen.

These are of course only a few of numerous items constituting The Copp, Clark Company's Complete Stock of School Opening Requirements.

We Can Fill Your Every Want.

Service is ever our watchword; your interest could not possibly be better looked after than by entrusting your school supply and school book orders to our care. Send us your next order.



THE COPP, CLARK CO., LIMITED.

TORONTO.





SUSAN GLASPELL
Author of "FIDELITY" and "THE
GLORY OF THE UNCONQUERED."

The theme of "Fidelity," the devotion of a young girl to the lover whose urgent need of her makes her loyalty to him self-sacrifice of a peculiarly poignant kind—is one that has seldom if ever been treated by an American novelist, and Miss Glaspell's remarkable skill in portraying the appealing situations which circumstances inevitably bring about is masterly.

THE SEASON'S SUREST BEST SELLER

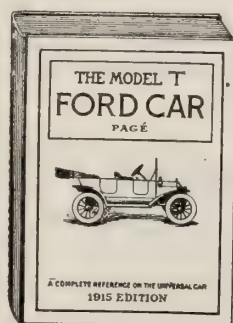
FIDELITY

BY SUSAN GLASPELL

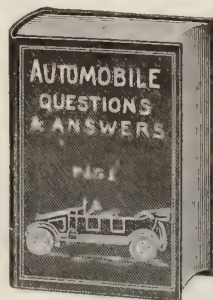
A brilliant and powerful story of a woman's love—what it impells her to do—what it makes of her.

Ruth Holland is a heroine every reader will love. Brimming with life and love of living, faithful to her ideal of love, and strong enough to preserve her fidelity, even against herself, she forms a character not soon to be forgotten. No one who reads her story can fail to recognize her unselfishness, her purity, her absolute fidelity to what to her is not only love's right, but its imperative duty.

One of the really worth-while novels.
Cloth, 12mo, \$1.35 net.



Victor Page
is the
Recognized
Authority
on
Automobiles.
His Books are
the
A.B.C.—X.Y.Z.
of the
Motor Car.



AUTOMOBILE BOOKS

THE MODEL T FORD CAR

By Victor Page

Car are described. All repair processes illustrated and fully explained. 300 (5x7) pages. Over 100 specially made engravings and two large folding plates.

Operating Principles Made Clear to Every One.

All Repair Processes Illustrated and Fully Explained.

Written so all can understand—No theory, no guess work.

The Illustrated Chapter on Repairing and Overhauling alone is worth many times the price of this book.

PRICE \$1.

THE MODERN GASOLINE AUTOMOBILE Its Construction, Operation, Maintenance and Repair.

The most complete treatise on the Gasoline Automobile ever issued. Written in simple language. Free from technical terms. It explains so simply that anyone of ordinary intelligence may gain a comprehensive knowledge of the gasoline automobile. The information is up-to-date and includes, in addition to an exposition of principles of construction and description of all types of automobiles and their components, valuable money-saving hints on the care and operation of motor cars propelled by international combustion engines. 575 illustrations. Over 800 (5½x8) pages. 11 folding plates.

Price \$2.50 net.

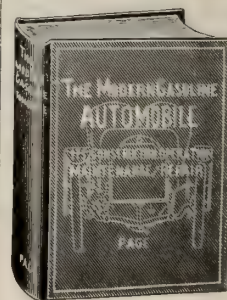
QUESTIONS AND ANSWERS Relating to Modern Automobile Design, Construction, Driving and Repair.

This practical treatise consists of a series of thirty-six lessons, covering with nearly 2000 questions and their answers—the automobile, its construction, operation and repair. The subject matter is absolutely correct and explained in simple language. 5½x7½ inches. 622 pages. 329 illus. and plates. Price, \$1.50.

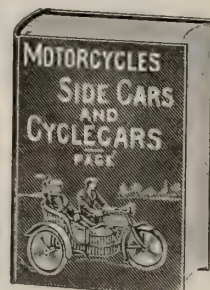
MOTOR CYCLES, SIDE CARS AND CYCLE CARS

Their Construction, Management and Repair.

Over 350 specially made illustrations and 3 folding plates. The most complete book on the subject. 350 pages. cloth, net, \$1.50.



Mr. Bookseller,
These Books
Will Interest
50,000
Motor Car
Owners in
Canada.
How Many
in Your
Town?



Publishers: McCLELLAND, GOODCHILD & STEWART
266-268 KING STREET WEST TORONTO, CANADA

ALREADY A BIG SELLER

*More Secrets of the Great German Spy System by
the author of "The Secrets of the
German War Office"*

THE SECRETS of the HOHENZOLLERNS

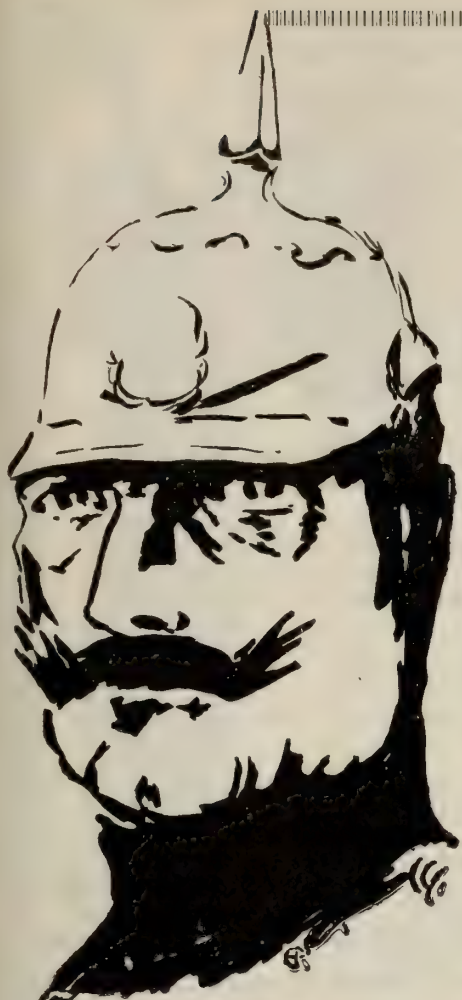
By Dr. Armgaard Karl Graves, *Secret Agent*

Dr. Graves' First Book, THE SECRETS OF THE GERMAN WAR OFFICE, has enthralled over 100,000 American readers and has been translated into six foreign languages.

Dr. Graves' Secrets of the German War Office, now in its tenth edition, revealed the astonishing ramifications of the Political and Personal branch of the Great German Spy System, but left for more extended treatment in this new book the extraordinary cleverness of the virile House of Hohenzollern in selecting trusted men to execute their secret policies in the Courts of Europe.

These amazing revelations give the inner history of the assassination of King Alexander and Queen Draga, the Kaiser's visit incognito to M. Caillaux in Paris, Prince Henry's conciliatory visit to the United States after the Manilla incident, guarded secrets of aeroplane warfare, death-dealing ordnances and many other chapters of secret diplomacy.

Illustrated. 8vo. \$1.50 net. Postage 14 cents.



Dr. Graves draws a graphic picture of the death of Frederick, the secret conclave at the Royal Palais and the descent of William II and Ehrenkrug into the royal archives where the black box "with the secrets that were later to soak Europe in blood"; was produced. When William II. came up from that secret room he was a completely altered man, says Dr. Graves.

"From a rather gay, somewhat dissipated, broadminded Bohemian Prince, William II had changed mysteriously into a stern, almost puritanical King, with no thought but for his house and Empire. He had read the message, the instruction that was to fashion his destiny.

A hint of Germany's preparations for the present war is given in the chronicle of the happenings near Surnemunde on the night of October 7, 1910. A car containing five cloaked figures sped along a long, low iron structure, "the seaward end of which gaped wide."

As if but awaiting their arrival, there crept soundlessly out of the enclosure a silvery, cigar-shaped form, swaying slightly; one almost thought chilled by the autumn night; it was fully exposed to view. "Sinister."

Involuntarily the word fell from the youngest of the men in the car.

The chief figures in this dramatic scene were the Kaiser and Graf von Zeppelin, and the purpose was the testing of the super-dreadnaughts of the air. The newspapers next day reported the trial of the Zeppelin X resulted in disaster and total destruction. They did not know that after the successful flight that night, bags of powder were placed under the ship and it was promptly blown up.

Speaking of weapons of war, Dr. Graves intimates that old Frederick Krupp did not die in the normal manner, as we have all supposed.

An indisputable fact is that the coffin resting in the Krupp mausoleum contains a body bearing as much resemblance to Frederick Krupp as does the mummy of Ptolemy in the museum in London. Herr Krupp, who had made the acquaintance in Bad Nauheim of the extremely fascinating Lady X——, a relative of a high French Government official, suddenly contracted a deathly illness.

Men of prominence in possession of vital State secrets ere now have found interest in French ladies conducive to sudden ill-health.



DR. ARMGAARD KARL GRAVES
Called by the London Times
"The Greatest Spy of the Century."

McClelland, Goodchild & Stewart, Limited
266 KING STREET WEST . . . TORONTO, CANADA

REAL PHOTO POSTCARDS

Produced from customers' originals. Good prints may be sent (any size) for reproduction.

PRICES: F. O. B. London, Packing free.

	500 each.	1000 each.
Real Photo Glassy Surface (Toned)	9.50	9.00
Real Photo Glossy Surface (Black and White)	9.00	8.50
Real Photo Matte Surface (Black and White)	8.50	8.00
	per thousand.	

Reduced prices for quantities. Samples post free.

TERMS: 2% cash with order, or against B/L. subject to references.

PHILIP G. HUNT & CO.

Head Office and Factory:—

British Real Photo Post Card Works,
332, Balham High Road London, S.W.

Telegrams: Autobrom-Bal, London.
(City Office: 34, Paternoster Row, E.C.)
All communications to Head Office.

THE NATIONAL LINE.



Quick-Selling Memo Books

NATIONAL Memos (No. 1328 Line) are bound in bright red skiver cloth with red edges. The sizes range from the Vest Pocket to $4\frac{1}{4} \times 6\frac{7}{8}$. They are made in open end or side; with faint or \$ and c. ruling.

These Memos make as fine a showing as the better grade books, yet sell at a very low price. Make a display of these books now while other lines are quiet.

This is a good salable line that can be carried profitably by all Stationers. Ask for samples and further information.

NATIONAL BLANK BOOK CO.
HOLYOKE, MASS., U.S.A.

THERE ARE GOLD NUGGETS For the Dealer IN THE TRADE PAPER ADVERTISEMENTS DIG THEM OUT

The firms whose ads. appear in Bookseller and Stationer are *the true friends of the retailer*. One wholesale firm in declining to advertise, said he preferred to advertise in a paper going to another trade to

induce them to add lines *already sold by booksellers and stationers*. Mr. DEALER, what is your answer to that? We will appreciate it if you will mention *Bookseller and Stationer* when answering ads.

VENUS PENCILS

EVERY architect, draftsman, engineer and surveyor in your territory is a logical customer for Venus Pencils. If they are not using Venus Pencils now, it is because they have not been fully informed as to the good points of these pencils.

The uniformity and long-lasting qualities of the lead in each grade — the evenness of the grain of the wood — the ease with which a Venus Pencil can be sharpened and kept sharp — and that one Venus will outlast six ordinary pencils — are only a few of the talking points you should use in educating your customers to ask for Venus Pencils, "By the Box."

MILO RUBBER BANDS

Are made of the very finest Para Rubber in assorted sizes, and are unconditionally guaranteed for five years.

Milo Rubber Bands are sold by the pound, half-pound, quarter-pound and oz. packings.

VELVET PENCILS

Every concern that employs an office man, accountant or clerk ought to be a user of Velvet Pencils for all general office work.

Velvet Pencils are economical because the smoothness of the lead and the even fibre of the wood make it unnecessary to sharpen them as often as is the case with other pencils.

Velvet Pencils (selling for 5c. each) will outlast two ordinary pencils. They can be sharpened accurately, will keep their points, wear down to the last inch, and are each equipped with a Velvet Rubber Tip.

VENUS RUBBERS

Don't forget our latest product, the Venus Rubber. Pliable and soft. Indispensable for all pencil purposes.

Superior to all others for cleaning drawings and engravings. Made in grey to avoid any discolorment of paper, so often found with colored erasers. All sizes from 4 to 100 to the box.

WRITE US FOR SAMPLES AND PRICES.

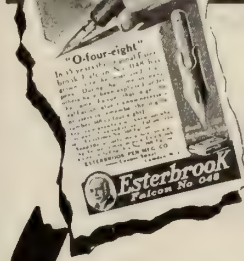
American Lead Pencil Co.

220 Fifth Avenue, New York

(and Clapton, London, Eng.)

In addition to the above we make a complete line of pencils of every style and grade—penholders, erasers and rubber bands.

One Reason It's Easier to Sell Esterbrook Pens



FEW PERSONS come into your store who do not read at least one or more of the magazines in which Esterbrook Pens are constantly advertised.

That is one big reason it is so much easier to sell Esterbrook Pens; for we have sold the customer before he comes into your store.

All YOU have to do is see that he gets the shape and point that suits him best.

Do you remember ever having to tell a customer that Esterbrook Pens were "all right"?

ANOTHER REASON

Even more important than this Esterbrook advertising, the greatest reason it is easier and more profitable to sell Esterbrook Pens is:— that Esterbrook quality turns every FIRST sale into an endless chain of REPEAT ORDERS.

You can take on most any line of pens and sell them ONCE, but Esterbrook quality and Esterbrook advertising KEEP ESTERBROOK CUSTOMERS SOLD FOREVER.

For these reasons, and because the complete Esterbrook line offers every needed shape and point that is offered in all other lines put together, more dealers every year realize the advantages and economy of concentrating on it alone. Are you giving the Esterbrook Pens the prominence in your store that you should? Ask us for any information you need, and tell us how we can serve you still more.

Esterbrook Steel Pen Co., 18-70 Cooper St., Camden, N.J.



TOILET PAPERS

In our range will be found a great many of the popular sellers.

**SPRINGFIELD OVAL
SIMPLEX OVAL
BALSAM SANITISSUE**

Together with plain ROLLS, OVALS or PACKAGES.

Special Fixtures for Hotels and large Office Buildings.

**SMITH, DAVIDSON & WRIGHT
LIMITED**

Manufacturing Stationers and Paper Dealers
VANCOUVER and VICTORIA, B.C.

The Allied Armies Playing Cards

Second edition now ready for delivery, making 75,000 packs that have been printed of this most Unique Playing Card.

The new edition has the Italian Flag added to the design for the back. The Kings, Queens, Jacks and Aces show Portraits of the Allies' Rulers and Soldiers, with the "British Lion" as the Joker.

Send for a sample order at once. Price \$2.00 per dozen, \$22.00 per gross, including illustrated display sheet.

His Royal Highness The Duke of Connaught commented most favorably on this striking Patriotic Novelty.

We would also call your attention to our splendid range of Patriotic Board Games, Children's Books, and Post Cards. Large variety in stock.

**The Valentine & Sons
United Publishing Co.
Limited**

444 St. Paul Street •• MONTREAL

Also at Toronto and Winnipeg



LOCAL VIEW POST CARDS ADVERTISING POST CARDS

IN RUNS OF 1000

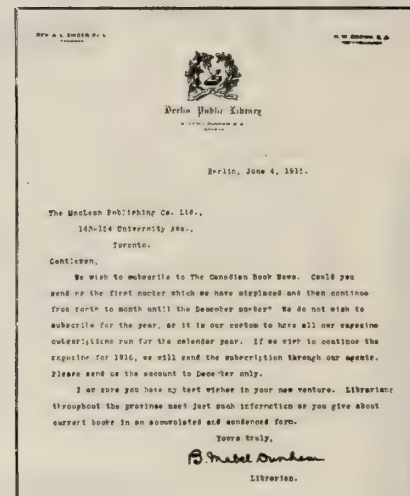
That's our specialty. As the only Post Card concern in the country devoting its entire effort and attention to one-thousand runs we offer you unusually satisfactory service, prompt delivery and best possible prices. Supplied in Black and White Photogloss and in our rich Autocolor.

Send to-day for samples and prices.
Jobbers wanted everywhere.

GILBERT POST CARD CO.

309 River Street

CHICAGO



A VALUABLE SERVICE FOR LIBRARIANS
AT A COST OF

50c. a year
CANADIAN BOOK NEWS

AN ILLUSTRATED MONTHLY SURVEY
OF CONTEMPORARY LITERATURE

The MacLean Publishing Co., Limited
143-153 University Ave. •• Toronto, Canada

Locke's Best.

The Book of the Season.

JAFFERY

BY WILLIAM J. LOCKE

Illustrations by F. Matania.

Cloth, \$1.35 net.

One Canadian bookseller writes:—"Do you realize what a book you have got? A Locke novel with all the artistry and fancy of his earlier work, but with an added virility that gives it a stronger and wider appeal. Read 'Jaffery' and forget the war for several blissful hours. Boom it and grow fat."

S. B. GUNDY

-

TORONTO

Publisher in Canada for Humphrey Milford.

The McKinley Edition of Ten-Cent Music

will always hold first place as an Edition of Standard, Classic and Teaching Music.

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the Teacher, Student and the Accomplished Musician.

It has proved itself, to thousands of dealers, to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means a profit of over 200% to the dealer.

The McKinley Edition (Revised for our Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a "Trade Bringer" is the catalogues bearing the dealers' imprint which are supplied with both of these Editions. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and
Particulars to-day.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House"
in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET

Stafford's Inks

**Mucilages and Paste
are Made in Canada**

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S.S. Stafford's Inks

Use this list to make up your order to-day

Copies required

Cooper	Last of the Mohicans.
Dana	Two Years Before the Mast.
Defoe	Robinson Crusoe.
Dickens	Christmas Carol.
.....	Tale of Two Cities.
.....	Cricket on the Hearth.
.....	David Copperfield (2 Vols.)
.....	Oliver Twist.
.....	Old Curiosity Shop.
Eliot	Silas Marner.
.....	Mill on the Floss.
Goldsmith	Vicar of Wakefield.
Gaskell	Cranford.
Hughes	Tom Brown's School Days.
Irving	Sleepy Hollow and
.....	Rip Van Winkle.
Kingsley	Hereward the Wake.
Lamb	Essays of Elia.
.....	Tales From Shakespeare.
.....	Adventures of Ulysses (35c.)
Longfellow	Evangeline.
.....	Shorter Poems.
.....	Hiawatha.
.....	Complete Poems (2 Vols.)
Lytton	Last Days of Pompeii.
Palgrave	Golden Treasury.
Ruskin	King of the Golden River (12c.)
Scott	Talisman.
.....	Rob Roy.
.....	Old Mortality.
.....	Ivanhoe.
.....	Quentin Durward.
Shakespeare	Merchant of Venice.
Thackeray	Henry Esmond.
.....	Pendennis (2 Vols.)

All the above, except where otherwise stated, sell at 20 cents in the Nelson Classics. They are as popular for general use as for school readers.

Pick out the titles you require. By sending us your order to-day you ensure prompt supply: although our stock is large it is not inexhaustible.

Clear type.

Handy size.

Illustrated.

Neat Cloth Binding.

Liberal Terms.

Thomas Nelson & Sons

95-97 King Street East Toronto

ESTABLISHED 1798

London

Edinburgh

New York

Paris



BLANK BOOKS
LOOSE LEAF BINDERS
WRITING PADS
ENVELOPES
ALL KINDS OF
STATIONERY AND
OFFICE SUPPLIES

Our line is a little different from the rest.
Just a little better quality, just a little
more attractive and the prices are right.



W. V. Dawson

LIMITED

Montreal

Toronto

Winnipeg

The Publisher's Page

By F.I.W.

A Get-Together Talk

¶ The day of flamboyant advertisements with extravagant statements is past.

¶ More and more the advertisements of manufacturers and wholesalers are becoming informative and practically valuable messages.

¶ The alert retailer appreciates that he cannot afford to miss reading them.

1—They present new propositions.

2—They furnish timely selling suggestions.

3—They afford valuable information.

4—They keep the retailers posted and fully abreast of the times.

5—They make long introductory remarks by travelers unnecessary, thus saving valuable time for both salesman and dealer.

6—They enable distributing firms to put vitally important offers before the trade between the visits of travelers, thus augmenting their efforts in addition to lightening their work.

¶ All advertisers in *Bookseller and Stationer* have it in mind to give the trade as much service as possible and to sell goods at reasonable prices.

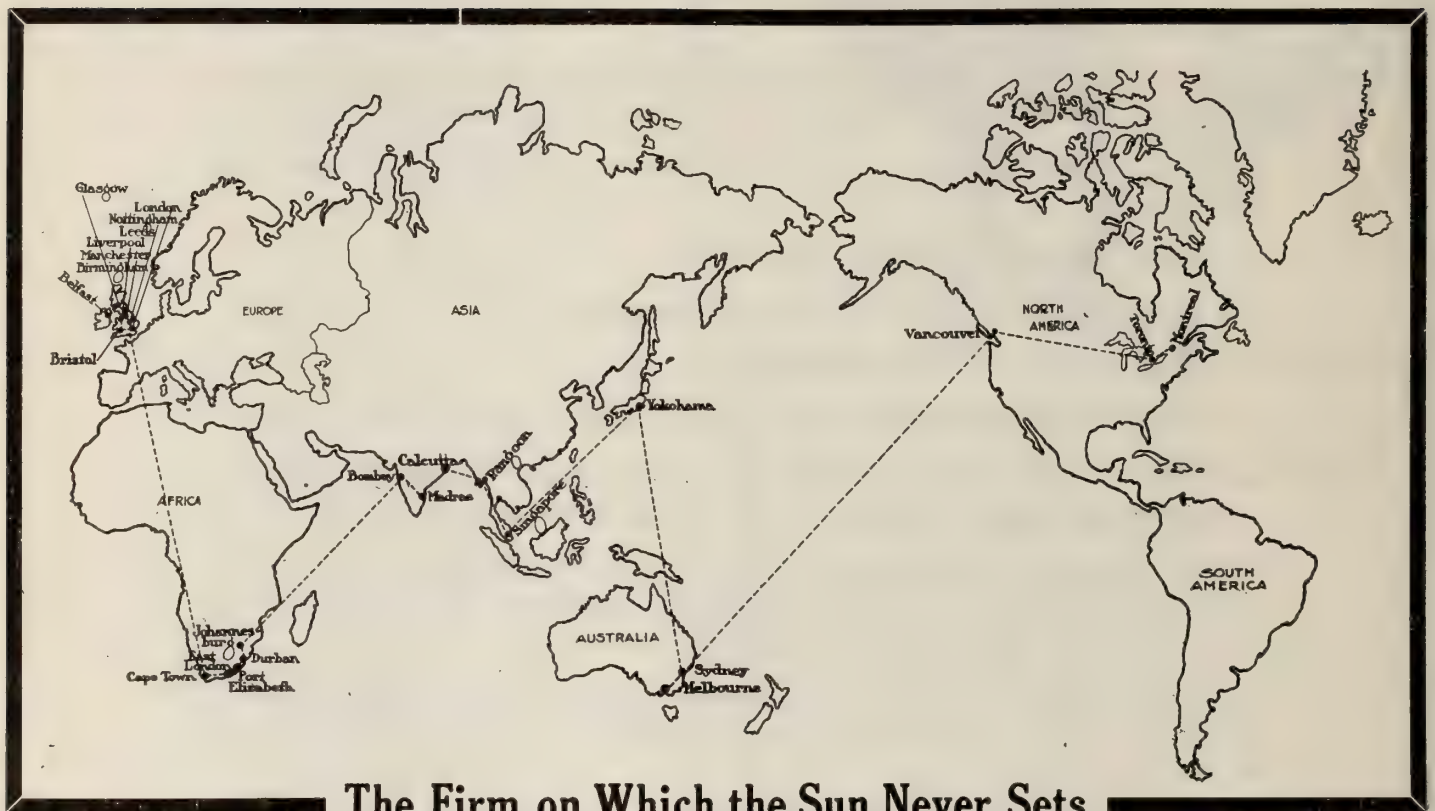
¶ Let the buyer realize not only that the advertiser wants his trade but that he asks for it on none but a strictly fair and business-like basis. He offers something that can be sold at a good profit. Furthermore, he shows his confidence in his product by backing his judgment with a substantial advertising appropriation. Therefore, the advertised line *must* make good or it is doomed to failure.

BOOKSELLER & STATIONER

143-153 UNIVERSITY AVENUE, TORONTO, CANADA



Registered Trade-Mark



The Firm on Which the Sun Never Sets

was established one hundred and eleven years ago. Now consists of twenty-five branches encircling the earth and distributing "Lion Brand" Manufactures in every quarter of the globe.



John Dickinson & Company, Limited

PAPER MAKERS AND MANUFACTURING STATIONERS

MONTREAL

TORONTO



Postcard Wholesalers Form Association

Strong Fight Being Put Up to Have Extra Stamp Tax on Postcards Removed as It Means Loss Of Revenue for Government Instead of Gain.

Indications being so pronounced to the effect that the picture post card trade was suffering to a most serious extent because of the extra postage, and that this result was defeating the object of the Government when the war tax was applied to picture post cards, Bookseller and Stationer undertook to gather reliable and conclusive evidence to clearly show the true condition of the post card trade in the hope that this evidence would be of assistance to the Post Office Department and that it would lead to the removal of the extra postage.

The following letters were among the replies received to letters of enquiry sent out by Bookseller and Stationer on June 11:

Brantford, June 12, 1915.

The Bookseller and Stationer,
Toronto, Ont.

Gentlemen:

We have your letter of the 11th inst., and it is a matter of much pleasure to know that Bookseller and Stationer is already giving the matter of the war tax on pictorial post cards, consideration.

We have no definite figures to show authentically how this has worked out from the point of view of the Post Office Department. We do know, however, that our sales on post cards are less than 25 per cent. of what they were before the tax was put into effect, and we doubt very much whether twice as many of the regular standard post cards are being used which would be necessary in order to offset the loss the Post Office Department must overcome to put things on an equal basis.

As you have stated, the loss through the sale of post cards has not only affected the wholesalers, but has proven a very serious loss also to both the manufacturer and retailer and were the Post Office Department receiving any benefit under existing circumstances, I do not think there is any house but that is loyal enough to stand the loss if any advantage to the country as a whole were being secured. As this is undoubtedly not the case, and the country is being placed in a worse condition than before and a good industry practically entirely ruined, it seems to us the strongest possible means should be taken to bring this to the attention of the proper authorities in the correct light and we have no doubt that the Department will view it in such a way and act accordingly.

Yours very truly,

STEDMAN BROS., LIMITED.

George H. Stedman, Man.-Dir.

June 17.

Editor Bookseller and Stationer,
143 University Avenue,
Toronto.

Dear Sir:

Replying to your letter of the 11th instant, regarding the effect of the war postage on picture post cards, would say that we have found that it has a very serious effect on the sales. The year 1914 was not by any means a banner year in the picture post card business on account of the general business conditions, and yet the sales this year have fallen off about 75 per cent. as compared with last year. A proportion of this is, no doubt, attributable to general conditions, but the principal cause of the falling off in our judgment is the fact that it now costs 2c to send a picture post card instead of 1c.

We are quite sure that our sales would have fallen off more than 75 per cent. if we had not been making extra efforts to stimulate post card sales; for instance, have been selling a great many lines at half the regular prices.

The reports we get from our retail customers are all of one tenor; some tell us that post card sales are only about 10 per cent. of last year, and the best reports we have had are that they are 50 per cent. of last year, so that we think, taking the average it is a fair assumption that the post card sales and the use of post cards throughout Canada have fallen off about 75 per cent.

The Dominion Government are certainly getting less revenue at the 2c than they formerly did at the 1c, and, unfortunately, if this tax is kept on long enough, people will lose the post card habit, for it is, after all, very largely a habit, and the post card trade will be very seriously affected, and the Government will lose a revenue and lose it permanently.

We think this matter should be brought to the attention of the Government, so that they may know approximately what the effect of the war postage is.

Yours very truly,

PUGH SPECIALTY CO., LIMITED,

T. J. Pugh, President.

Information obtained at Birn Bros.' Canadian house and from Valentine & Sons' United Publishing Company, was of a similar nature, while interviews with and letters from representative retailers indicated a falling off of 50 per cent. in some cases; while the other extreme indicated a reduction in sales to about 10 per cent. of the volume of post-

card business done before the war tax took effect.

The estimate that the trade has dropped to one-quarter of what it was before April is approximately correct.

Postcard Jobbers Meet.

To cope with this deplorable condition of the trade, postcard jobbers held a meeting on June 28th in one of the committee rooms of the Toronto Board of Trade. T. J. Pugh, who was responsible for organizing this meeting, acted as chairman, and when the gathering decided upon permanent organization Mr. Pugh was the unanimous choice to act as president, while William Banks, of Valentine & Sons, was elected secretary-treasurer.

The others present were: A. Roy MacDougall, representing Birn Bros.; George Stedman, of Stedman Bros., Brantford; T. W. Lynn, of the Canadian Postcard Company; F. W. Johnston, Gold medal Premium Co.; J. H. Dyas, of the Homer-Warren Co.; Roy Stiff, of the Copp, Clark Company; Harry Driscoll, representing the Illustrated Postcard and Novelty Company, of New York; and F. I. Weaver, of Bookseller and Stationer.

Discussion took place regarding conditions as outlined in the foregoing letters, and it was decided to gather definite data from the retail trade for presentation to the Government in petitioning for a removal of the tax.

To promote permanent organization, the president, A. Roy MacDougall, and F. I. Weaver were constituted a committee to draft a constitution and set of by-laws.

The next meeting will be held at the call of the president.

On June 19 Bookseller and Stationer wrote the Postmaster-General setting forth the representations that had been made by members of the jobbing trade, showing the serious falling off of postcard sales, consequently defeating the objects of the recent Act so far as picture postcards are concerned, and it was pointed out that evidence from the trade would seem superfluous in view of the direct evidence in substantiation obtainable from postmasters in different cities and towns.

The reply to this was of a stereotyped nature, apparently drafted to answer all letters raising this question, stating that in imposing the war tax the Department was carrying out the requirements of the Special War Revenue Act.

To Develop Interest in Local Views

New York Artists Will Hold Exhibition of Views Most Suitable for Reproduction in Post Card Form—Idea Has Suggestive Value for Dealers in Every Town.

IT might almost be said of the cities of the country, "By their views shall ye know them," for they are probably more widely advertised through this medium than any other one. The tourists usually stop at the first rack of local view postcards they see after they leave the train and secure a dozen or so, illustrating the most noted places of interest, and then proceed to use them to announce their safe arrival as well as to grudgingly pay their correspondence debts on the instalment plan. Thus, in a very special way the cities are advertised and known by their local view cards.

The Association of Women Painters and Sculptors, realizing the importance of a higher standard for the postcards of New York, have started a campaign to further this long-felt need. Under the auspices of the association an exhibition is to be held next January. This exhibition will be devoted to views of New York City and its vicinity suitable for postcards. The exact date and the name of the gallery will be announced later.

An advisory committee has been formed to aid the association, which includes well-known architects, art publishers and artistic photographers. The work of men as well as women will be included in the exhibition, to which the members of all the art societies of New York are cordially invited to submit designs.

Any medium may be used for making the designs. No design smaller than 8 by 10 will be admitted; 16 by 20 is advised as preferable.

The foregoing from *Novelty News* is reproduced because of its suggestive value in the method proposed for obtaining most suitable views for reproduction in postcard form. In all towns dealers can enlist the interest of many people, and by arranging to make a special window display or give an exhibition of these views inside the store much valuable publicity may be obtained for the store, and it will develop extraordinary interest in the postcards when they materialize, meaning more sales and a general revival of interest in postcards.

Vacation Postcards.

Vacation time is travel time, and those who go away to the shore or the hills or the unfrequented sections of the

country, make their first pilgrimage to the places where the local view cards are for sale, not only to use them to announce to the folks at home their safe arrival, but to depict their good fortune in having chosen a spot for their outing that is replete with points of interest. Dealers should keep this fully in mind, and "make hay while the sun shines."

Some Fine Cards.

Some fine samples of picture postcards come to Bookseller and Stationer from the Local View Printing Company, of 438 Broadway, New York. In addition to the monotone cards in black and phototones reproduced in a rich photo brown, there are colored cards in autochrom and pleasing hand-colored cards, while particularly good effects are obtained by the photo-gelatine method. The specimens also include real photo cards, which appear to be growing in favor in spite of their higher cost.



HARLAND KEYLEY DROWNED.

Harland Keyley, a member of the staff of Warwick Bros. & Rutter, was drowned in the lake off Leuty avenue, Toronto, on Sunday night, July 4. He was in a canoe with two other young men who narrowly escaped a similar fate. A heavy sea was running and the canoe capsized about 150 yards from shore. Although a good swimmer, Keyley was drawn under the water and was no more seen alive. Deceased was a native of Port Hope.



STATIONERY IN NEW ZEALAND.

There are numerous stationer shops in New Zealand, to the casual observer out of keeping with the buying power of the people. They run strong on the cheap book trade, but carry the usual lines of stationery as well. All have very good windows and give good displays of the merchandise they carry.

Probably the best individual stationery house is that of Collins Bros. & Co., Ltd., who have a prominent store at Auckland, with a branch at Wellington. The main store is a rather commanding brick building and is known in Auckland as the first skyscraper. It is complete in every way, manufacturing many lines and purchasing the rest of its merchandise from England or America.

Few shops outside of stationers carry much stationery. They are great to stick to fixed lines. Bacon cannot be bought at a butcher shop, but at a beef and ham shop.

New Zealand has a population of about one million, with government ownership of railroad, telegraph and telephones, which is all that is needed to explain the development in public utilities. The chief cities are: Auckland, 100,000; Wellington, 70,000; Christchurch, 50,000, and Dunedin, 40,000.

Poster Stamp Progress

Collecting Craze is Rapidly Spreading—Aided by Popularization by Means of Advertising Poster Stamps.

A Boston firm of book publishers has issued a set of poster stamps showing the covers of the Burgess "Bedtime Story Books," reproduced in color. They report that they are having a great demand for these stamps from collectors. In connection with this it is well for booksellers to keep in mind the double opportunity for business that is thus afforded—publicity for the bedtime books and consequent sales and the spreading of the poster stamp craze, meaning added sales of poster stamp albums and of poster stamps published for sale through the trade. The many advertising poster stamps to be obtained free will enhance rather than hinder the sale of the others, because these advertising stamps help enormously to promote the collecting habit, and many collectors are now devoting separate albums to advertising poster stamps and the "legitimate" variety.



LISTS RECEIVED.

From S. H. Hoggson Co., 106 Fulton Street, New York, comes a series of lists illustrating and describing their time stamp, electric clocks and automatic demonstrating devices for advertising and show window attractions. Various illustrations and pointers are given as to the advantages of the use of time stamps, a feature of these booklets which will be of practical assistance to dealers in promoting sales. Special attention is directed to the advisability of using time stamps for use in the automobile garage, affording an easy way of keeping time of the arrival and departure of each machine, and thus providing a valuable record for future reference.

"Stationers' Goods" is the title of a new catalogue of the Globe Wernicke Co., of Stratford, Ont., distinct from their catalogues of bookcases, filing cabinets, etc. This book contains over 70 pages, and is profusely illustrated, giving information in minute detail about card index outfits and supplies, bankers' accessories, clips of various descriptions, board and box files, various styles of document envelopes, document boxes, office ticklers and guides, stationers' hardware, perforators, shelf-boxes and many other items. The catalogue is commendable for its completeness and systematic arrangement, as well as its pleasing typographical appearance.

ACROSS CANADA TRADE NEWS

MONTREAL, June 30.—There is a marked improvement in the demand for copyrights, and among the best sellers this month are: "A Far Country," by Winston Churchill—probably the best seller—and "Jaffery," by W. J. Locke, which comes a close second. The latter is a splendid book, and should have an immense sale. After these two, come "Bealby," by H. G. Wells, and "The Double Traitor," by Oppenheim. There is a continued demand for "With the Allies," by Richard Harding Davis. As regards "The Secrets of the Hohenzollerns," there is a disposition on the part of the public to consider this fiction. However, it is a good seller. The demand for Gilbert Parker's "The World in the Crucible," which tells of the origin and conduct of the war, is satisfactory.

Chapman's Book Store on Peel Street has something new that could be copied in smaller towns. It is a Russian department, devoted entirely to the works of Russian authors and works on Russia, including Gorky, Dostoevsky, Tolstoy, Merejkowski, and Stephen Graham, author of "Russia and the Modern World." It has proved a very successful innovation. A special stand was devoted to works on Belgium earlier in the war, but the demand has died out. Not the same interest is being taken in the Italians so far.

There has been almost a phenomenal demand here for a shilling book, entitled "Malice in Kulturland," this being an excellent parody on "Alice in Wonderland," and is by far the cleverest of these books. It was written by Horace Wyatt, an Englishman, and was first published in "The Car Illustrated." A local dealer, who ran out of this book, was compelled to order a further supply by Marconi.

Some of the best articles on the war have been written by Mary Roberts Rinehart in The Saturday Evening Post, which has helped the sale of this periodical materially. "Current History" is selling well, and the New York "Nation" is another successful periodical that should be given more attention by booksellers and the public. "World's Work" is also among the best magazine sellers.

For vacations, people are buying Eng-

lish sevenpennys, as they have done in former years. There has been a slump in the sale of American reprints. From a bookseller's standpoint, there is not enough profit in them, and it hardly pays to push them, according to one of the leading booksellers, who claims that they cost him 33c in New York when taken by the thousand, and that he can't lay them down here for less than 39c. Copies bought locally cost the dealer 40c, which does not allow them a big margin. High-class stores find that their customers have read these novels, so that the above statement may not be generally true. The 50c edition of "Inside the Cup" is the feature this month.

There has been considerable demand of late for ink pellets, for use in fountain pens, which have proved a great boon to soldiers on their way to the front. All that is required is to put the pellets into the pen and fill up with water. It is then ready for work. A tube of pellets is about half as long as the finger, and lasts for three months. They cost the soldier fifteen cents. One of the large dealers recently sold out when a large body of troops left for the front—which is the likely time for soldiers to buy.

Picnic plates, paper napkins, and drinking cups are big sellers at this period of the year. The latter are carried in two sizes by most stores, while drinking cups sell in a small box, five for a nickel. Thus a party of four can be equipped for about ten cents.

Military badges are in big demand. These consist of shoulder badges and plates, buttons and cap badges. The shoulder badge is especially popular, and looks well on a girl's outing jacket. They retail for a quarter.

This is the time of the year when there is a big demand for letterette pads.

Winnipeg, June 8, 1915.—It is estimated that damage to the extent of \$10,000 was done to Morris' book store at Portage Avenue and Smith Street, this morning.

Toronto, June 15.—T. A. Staunton, of Staunton's, Limited, has received a letter from N. Wright, conveying the information that Lance-Corporal A. H. Young, of the 48th Highlanders, is a prisoner in Giessen, Germany. Lance-Corp. Young came to Canada from Liver-

pool, England, three years ago, and had been in the employ of Staunton's, Limited, for most of that time. He has many friends in the city. In a letter to Mr. Wright he says that the journey into Germany was anything but pleasant, but that once arrived at the detention camp they were well treated.

J. J. Mullin, representing the Page Company, of Boston, who was in Toronto in the early part of July, was obliged to cut his visit short because of receiving the sad intelligence of the death of his mother.

Ex-Mayor Martin of Regina, head of the Canada Drug and Book Co., of that city, was in Toronto in June.

Charles Graham, of Graham and Matlack, publishers, New York; **Harry Savage**, representing F. A. Stokes & Co., New York, and **John Hopkins**, of Basse & Hopkins, were trade visitors in Toronto in June.

John K. Boyd, son of E. J. Boyd, manager of the Canadian branch of Cassell & Co., has joined the colors, and is now at the Niagara Camp, a member of the 58th Battalion. He was a member of the warehouse staff of Cassell's.

Conditions in the Maritimes.

L. Foster, of the traveling force of the Brown Bros., Limited, just back from his Maritime Provinces trip says conditions in that section of the Dominion are at present better than they were a year ago, this being particularly so in the case of Halifax. Mr. Foster after his return to Toronto immediately set out on a Western Ontario trip.

Brandon, Man.—**A. W. Lloyd**, formerly with the Wheat City Pharmacy, is now a member of the staff of the Brandon News Agency.

Hamilton, Ont., June 23.—At the warehouse of Buntin, Gillies & Co., yesterday, a pleasant event took place when the employees joined in making a presentation to Geo. A. Ireland, who was leaving to go to Niagara Camp to join the fourth contingent for overseas service. On behalf of the staff, G. Roy Fenwick presented to Mr. Ireland a wrist watch and cheque, together with the best wishes of all for his safe return, bringing with him a fair share of the honors of war. Mr. Ireland has been with Buntin, Gillies & Co. ever since he left school, and is very popular with all.

The Maclean Publishing Company LIMITED

JOHN BAYNE MACLEAN - - - - President
H. T. HUNTER - - - - General Manager

PUBLISHERS OF

Bookseller and Stationer and Office Equipment Journal

ESTABLISHED 1885.

FINDLAY I. WEAVER - - - - Manager

CABLE ADDRESSES

CANADA: Macpubco, Toronto. ENGLAND: Atabek, London, Eng.

OFFICES

Montreal 701-702 Eastern Tp. Bk. Building. Phone Main 1257
Toronto - - - - 143-149 University Avenue. Phone Main 7324
Winnipeg - - - - 34 Royal Bank Building. Phone Garry 2313
New York, R. B. Huestis, 115 Broadway, N.Y. Phone Rector 8971
Boston - - - - Room 733, Old South Building. Phone Main 1024

GREAT BRITAIN—

London - The MacLean Company of Great Britain, Limited,
88 Fleet Street, E.C. E. J. Dodd, Director.
Telephone Central 12960. Cable Address: Atabek, London, Eng

SUBSCRIPTION

Canada, \$1; United States, \$1.50; Great Britain and Colonies, 4s.
6d.; elsewhere, 6s.

PUBLISHED MONTHLY

Vol. XXXI. JULY, 1915. No. 7

Work of the Trade Newspapers.

THE work of the trade newspapers of Canada, and the part they are playing in the matter of boosting business—and particularly the trade newspapers published by the MacLean Publishing Co—is emphasized in the following extract taken from an address by Lorne A. Eedy, proprietor and editor of the St. Marys Journal, St. Marys, Ont., given before a recent convention of weekly newspaper men:—

"The trade newspapers of Canada are doing a very great deal to encourage the local retailers to advertise and to advertise intelligently in the country weekly. Their departments on retail advertising have many good practical ideas both for the country merchant and the country publisher. For the more progressive weeklies which "sell copy" the sample Ads. published in the excellent MacLean papers are most valuable."

This is just another evidence of the important advertisement services Bookseller and Stationer is giving its readers.



Meeting Obligations

A NUMBER of manufacturers and wholesalers have drawn attention to the failure on the part of some retailers to deal in a judicious manner with drafts that are presented to them. By this it is not meant that they do not meet them. That is implied in the point taken, but this is not the main complaint. It is the carelessness, shall we call it, or neglect or disregard of their commercial reputation which seems to be at the bottom of the attitude, or lack of attitude, of some merchants, particularly at the present time. Some supply houses have been more or less accustomed to wait a little longer than usual for the payment of some of their accounts since the war began, and collections have not been up to the mark. But it is the manner of dealing

with these obligations to which objection is taken, and rightly so. There are some cases where a draft will be sent to the retailer and where it will be refused without any explanation or any promise as to future payment. Surely this is bad business and an action which will surely injure the credit of the retailer. The supply houses, for the most part, have shown themselves very reasonable under present conditions but the least that is due them if payment cannot be made, is that the failure to do so should not be passed over in silence, but an explanation and some information given as to when the creditor will be likely to meet his obligation.

The result of this would be, in the majority of cases, that the manufacturer would retain his respect and faith in the retailer and the latter's credit would not be impaired. The difficulties under which most merchants are laboring now are recognized, and at no time is the element of courtesy and of candor in the relations between the creditor and the debtor more advisable. Letting a draft go by default is the worst kind of practice. The inevitable result is to stiffen the resolution of the wholesaler to cut down on the credit he is giving, and the retailer will be the loser.



The Collection of Small Accounts.

IN the stationery house that has on its books a number of small accounts with customers scattered over a wide area, collections are a matter of considerable difficulty. The individual accounts are small, sometimes trifling, and the amount of salary and expenses required by a collector is out of proportion to the amount of the claim. The accounts in the aggregate, however, form no inconsiderable amount, and the problem to collect them at a profit has no doubt confronted every stationer at some time.

Frequently the accounts are permitted to lie dormant, the stationer figuring that it will cost more to collect them than the returns would warrant. Others have instituted a letter-writing campaign, spending enough money in stationery, stenography and stamps to overcome the returns, and by pressing the collections through acrimonious letters have eliminated for all time the chance of selling again to that customer.

Several methods employed by stationers have brought results, however, and have not only secured collections, but insured further business.

One man who had a number of accounts of less than a dollar on his books, and others ranging from one to three dollars, assumed that the lack of payment was occasioned by the smallness of the debt and that the customer merely paid no attention to the account. How to secure his attention to the matter and thus bring the subject to the point where the customer must either refuse to pay or hand out a check was decided in this manner:

He wrote his delinquents a pleasant letter, calling attention to the debt and the apparent reason for its non-payment, and concluded by saying that he was sending C. O. D. a duplicate of the previous order and that the boy would at the same time collect the total amount of the bill. The goods sent in each case were staple articles out of the regular stock, and from forty accounts thus approached only two failed to "come across."

In dissecting this plan it was noted that the tone of the letter first gave the customer a good impression of the house; there was no pressing of the claim;

due recognition was made of its small amount and a "jolly" was handed the debtor when the acknowledgment was made that its small size had, of course, previously prevented payment. The sending of the goods by a boy, with whom, of course, the debtor could not discuss the account, and the presentation of the new goods made a Yes or No answer imperative at the moment.

This action in thus nailing the debtor and bringing the matter to a climax after placing the customer in a good humor resulted in a 95 per cent. collection, with 38 additional sales.



Good Tidings

THE following paragraphs from *The Financial Post* are vitally interesting as indicating the satisfactory conditions and promising prospects of Canada's agricultural interests and the general benefit to Canada's well-being thus assured:

In the Canadian West the crop growth was delayed by cold and dry weather in the early part of June. In the latter weeks, however, the temperature was more normal and the crop generally shows signs of quick recovery. From all sources reports are to the effect that the crop will be normal if weather conditions are. During the week the latter have been very encouraging.

It is not likely that harvest will be as early as last year. The general opinion is that with normal weather cutting will be on the way by August 20th, and will be general before the end of the month.

Business generally will remain quiet until the crop is assured.

In Eastern Canada business continues to be very nearly normal in the rural districts, but in the West the falling off has been very marked.

It may be as well to draw attention to the steady upward trend of prices of representative commodities in Europe. Although wheat has not shown much tendency to advance recently, it is most likely that it will do so. At Chicago higher prices are looked for, as indicated in the National City Bank's statement, which says the feeling prevails that Europe will have to buy immense quantities of our wheat, and that the export inquiry will be much more of a factor in the future than it has been during the last few weeks. If the wheat of the United States will be needed, that from Canada will also. When wheat is in demand other farm products are also.

The Financial Post learns that Alberta is already exporting cattle to France, as is the United States. Drains of this character will be greater in the future, and the result cannot be otherwise than higher prices for live stock.



Browsing in Bookshops

"HERE is a hint on the psychology of the book-buyer that is worth remembering. It is from Walter A. Mursell's 'By-ways in Bookland':

"There is one great drawback to being a lover and a buyer of books, and that is that it requires unlimited pocket-money—a thing which I have never possessed. Apart from this lamentable feature, however, I have had few richer delights than browsing in bookshops. The sight of them and the smell of them are alike delectable. They are what form and outline and color are to the artist, what beauty is to the poet,

what springtime is to the lover, what summer meadows are to the child. It must not be one of those bookshops where black-coated, eagle-eyed, obsequious servitors stand at every corner and counter; who pounce upon you the moment you enter the door; who shadow you from shelf to shelf; who pursue you with unwelcome attentions into the second-hand department; who press all sorts of new volumes on your notice; who continually ask what it is you want and what they can do for you. I have not the moral courage to tell them that I have not the least idea what I want; that I have come there to find out what I want; that the only thing they can do for me is to let me alone. And when by some unlucky chance I happen upon such a shop, I mark it in my black books and shun it forever. But there are other bookshops—thanks be to heaven!—where they know their business. They leave you to prowl at large, to browse at leisure; and if you go away without making a purchase, they do not scowl, or lift supercilious eyebrow, or follow you with suspicious glances, as if they thought you had a first edition secreted under your waistcoat; they simply smile and wish you 'Good-day,' and never even mention an equivalent to 'Will ye no come back again?' They understand the peculiar and delicate psychology of the book-lover."



Editorial Notes

A MAN'S BUSINESS is his first consideration—that is why he should subscribe to and carefully study his trade newspaper.

* * *

A WRITER in the Dublin "Leader" recently voiced a protest against George A. Birmingham's resuscitation of "the Irishman in cap and bells."

* * *

ORDERS FOR war material are still being placed, but, in many cases, manufacturers are hesitating because of the growing scarcity of trained men.

* * *

WHEN A DEALER sells an article of an inferior quality, just because the immediate profit is fairly large, he is simply throwing away his good name.

* * *

TACT HAS BEEN defined as the ability or power to maintain dignity and courtesy at all times, even though put through the strongest test by argument or complaint. It also includes the power to see your goods as others see them.

* * *

STUDY THE methods of the Mail Order houses; of the big department stores, and adopt every one that looks good to you. It will help you fight them more successfully and more permanently than any action that may be construed—and resented—by the public as a "restriction of trade."

* * *

THIS YEAR—1915—of all years in Canada's history, the farmer is king. Increased acreage, intensive cultivation, waiting markets, and record prices, all point to unequalled prosperity for the agriculturists of this country. They themselves are at last, beginning to realize this fact, and so are a great many wide-awake retailers who are looking for new and steady markets.

Points on the Selling of Pen Points

Showing the Way to Sell More Pens and How Good Pen Salesmanship Increases the Sale of Certain Other Stationery Items.

IN the series of talks on "Selling Points" about different branches of manufactured stationery, Edward S. Wood, of the Esterbrook Steel Pen Manufacturing Company, read a most interesting paper in which he dealt with processes of manufacture, prefacing his remarks with the statement that a high grade steel pen combines design, material and workmanship to a superlative degree and that accurate workmanship as it is known in the metal trades is so inaccurate as to be valueless in pen manufacture.

"You have nothing in your store that represents greater skill or represents such a wide field of research. The pen trade is not appreciated because it is not known."

Pen Salesmanship.

Coming to the question of the actual selling of pens, Mr. Wood said:

"Pen salesmanship is largely the study of human nature. The pen is personal. It is a medium of expression between the mind of man and his fellow men, and the reason the pen peddlers sell so many pens, that you ought to sell, is because they specialize to a great degree on the study of human nature. Where salesmanship of a high order is required (not order taking), I would back the real pen salesman against the world.

"But the vital question to-night is, 'How can we help you sell pens?' All you men on the street will agree with me that when you are going after a contract the hardest thing is to get a favorable hearing — once you have a chance to tell your story, your battle is half won. But, in the store, at the pen counter, the customer comes to you in a receptive mind, often, looking for you to guide him.

Samples of Pen Salesmanship—And the Lack of It.

"I have had a friend visit the stores you represent to see just what your attitude is. I won't mention names, but some of you may recollect part of these interviews:

"Call No. 1. The salesman was a good, bright chap and in reply to a request for a good pen for manifold work, tried to induce my friend to try everything but a pen and after a lot of questioning suggested our No. 460.

"Call No. 2. The clerk here was a real pen salesman. He immediately brought out samples of pens for manifolding work, both steel and fountain, explained the advantages of each, had pen car-

bon paper on hand with which to make the tests and sold to his customer. (I might add that this bright chap unknowingly has made a lot of trade for his store.)

"Call No. 3. The clerk there claimed he had never heard of a pen for manifold work, and did not believe there was one. On being questioned, however, admitted that Esterbrook did make a manifolding pen. When asked for a sample, he wanted to know what they were in business for. 'They would sell 5 cents' worth, however.' The pens were purchased, but my friend, who has a large and successful business, left with a very unfortunate impression of a good store.

"Call No. 4. This time my friend wanted pens for his bookkeeping force. The clerk was most courteous, but gave 21 pens as samples and said if these did not suit to come back for more. I mention these calls because they represented two extremes. One gave too many pens, and some did not give either courtesy or samples, but the important point is that few had any real conception of what different shapes and points were designed to accomplish.

"It seems to us that the pen counter should be the counter that should welcome all customers to your stores, that it should be attractive in appearance, that it should suggest not only pens, but ink and pencils and lead directly and naturally to the many other lines that you so attractively exhibit. You should see to it that the proper kind of signs and sample cards are placed, so that the show cards will attract attention, and the sample cards can be easily consulted. Why not have an attractive ink stand, good paper and good penholders on the counter for your customers to test the pens right there.

"Averaging the customers that buy pens by the gross and by the dozen, do you realize that every \$1,000 worth of pens sold means over 4,000 customers come to your store? Think of it! Every dollar spent for pens means four customers for you. Customers, not visitors. What would it cost you in advertising to bring 4,000 buyers to your counters?

"As your customers write and select the pen desired, why not size them up and suggest to them one of your allied lines for additional sales as is so well done by the haberdashers. In the case of a woman, why not have near at hand a new and attractive box of writing paper, a new handsomely bound memo-

randum book or a special and attractive form of engraved dinner or dance invitations. A few of each of these would take but little room and once your customer is interested, she can be brought to the counter that displays these articles.

"We also feel that you have let the billing machine and office specialty people run away with you and supply the offices with a lot of material that you rightly and naturally should furnish. In most offices and in a great many of the largest corporations, pen manifold work can materially reduce the time to make bills, shipping receipts and records of calls, orders, etc. The original of a pen record will not blur and is a legal and permanent record.

Sales of Manifold Pens Lead to Other Sales.

"You will be surprised that by selling manifold pens you will sell in addition thousands of engraved bills, bound in book form, many packages of shipping delivery receipts, memos of telephone and telegraph calls, factory records, etc.

"It is most important to remember that no matter how small the sale, the reputation of your house is at stake, that a customer comes to your store because he believes he will get what he pays for and he largely relies on your judgment in many of the purchases made.

"In the case of pens, this is particularly true and we believe a very large amount of trade has been made and lost to the stores of this country by the recommendation of their salesmen on small articles, the ultimate value and satisfaction of which indicates to the buyer the standard of the store's service.

"Any article to be standard must be good in quality and should that quality not be maintained, the reputation will immediately vanish. It will be both good policy and profitable for you to push standard, advertised goods for the reason that it requires less effort to sell and your customers are more confident you are giving them full value.

The Pen to Show—Different Kinds of Customers.

"When a busy nervous man comes in, suggest a ball-pointed pen or a stub. I say this because you can always count on knowing more than your customer, but be careful not to push him. The slow, fat, phlegmatic man wants generally a medium fine pen. Usually his writing is clear, precise and neat."

Sidelights on Trade Conditions in Canada

Reports and Suggestions From Representative Booksellers and Stationers—More About Necessary Trade Reforms.

CUTTING prices of new books in smaller cities, leaving hardly any profit," was suggested as a desirable subject for discussion in the report sent in by Pickels' Bookstore, of Brantford, Ont. This store, in addition to the usual book and stationery lines, specializes in pictures and picture framing. The report commended the work Bookseller and Stationer is doing, and stated that they were influenced in their buying by the information contained in the paper.

A similar statement regarding Bookseller and Stationer's influence was made in the report signed by Charles St. Jean, of the Librarie St. Jean, Victoriaville, Que. This is a town of 3,500, in which there are two book and stationery stores, and no other stores carrying these lines. The stock includes office appliances and office furniture, sporting goods, artists' supplies, music and musical instruments, and while no pictures are stocked, orders are taken for picture framing.

Besides books and stationery, E. F. Davis, Tillsonburg, Ont., a town of 3,000, stocks silverware and optical goods. They have also a wallpaper department and sell sporting goods, but do not touch cameras or supplies, artists' supplies, music or musical instruments.

Raps Postmasters.

Thompson's Bookstore suggested as a question that should be taken up and discussed, "The Receiving by Postmasters of Subscriptions for Newspapers and Magazines," and also the question of "Direct Purchasing from Publishers by Libraries."

E. A. Henry, Kincardine, Ont., a town of 2,500 people, besides usual book and stationery lines, stocks china and features wallpaper. He sells pictures, but does nothing in framing. There is no circulating library in this store, nor are cameras or supplies, music or musical instruments sold here. Some books are purchased direct from English and United States firms. Mr. Henry finds Bookseller and Stationer of value as an influence in his buying.

H. B. Elliott, of Wingham, Ont., a town of 2,600 people, is a new subscriber, and is one of four stationers in that town, besides which there is one drug store handling stationery there.

Mr. Elliott sells office appliances, conducts a printing plant, takes orders for engraving and embossing, sells society stationery, but does not sell books. He

specializes in the staple stationery lines. Recently he enlarged his store to allow for further expansion of his stationery business.

From Manor, Saskatchewan, a village of 300 population, W. H. G. Honeymoon, who is a Bookseller and Stationer subscriber of a little over a year's standing, reports satisfaction with the service the paper is giving. Mr. Honeymoon, besides the book and stationery lines, features Christmas greeting cards very strongly. He is guided to a considerable extent in his buying by what he sees in Bookseller and Stationer. This store has a circulating library, includes phonographs in the stock, but not music, musical instruments, cameras or supplies, wallpaper or pictures. Orders are taken for printing, engraving and embossing.

Departmentalization.

In Calgary, with 75,000 population, an important retail establishment is that of F. E. Osborne, bookseller and stationer. As a subject for discussion, Mr. Osborne suggested "Departmentalization systems, so that cost of goods, cost of operating and gross sales, with consequent net profits in each department, may be easily obtained."

Mr. Osborne has been a subscriber for Bookseller and Stationer ever since Bookseller and Stationer ever since years ago, and in his remarks as to the influence of the paper in his buying, says: "We read the advertisements as thoroughly as we do the rest of the paper." It is interesting to observe that the Osborne store has departments devoted to cameras and supplies, gramophones and office appliances, but the stock does not include artists' supplies, sporting goods, music, wallpaper, pictures, nor is there a circulating library in this store.

A. Garnet Armstrong, of Lucknow, Ontario, a town of 800 population has one of four stores there handling books and stationery as a side line. Mr. Armstrong sells cameras and supplies, novelties, sporting goods, music and musical instruments, including phonographs. He does not conduct a circulating library nor does he sell wallpaper, pictures or artistic supplies. His purchases are restricted to Canadian houses. He was particularly anxious to see articles in Bookseller and Stationer dealing with window display.

C. B. Barker, Paris, Ontario, was particularly interested in articles appearing in recent issues of Bookseller and Sta-

tioner, such as the Dollar Day experiences of stationers. It is interesting to observe that Mr. Barker sells fancy china, this being possibly the department specialized to the greatest extent in his business. He sells sporting goods, hammocks, patterns, sheet music, wallpaper and pictures, but does not sell cameras and photo supplies, nor phonographs or musical instruments of any kind.

Reads Everything in Paper.

J. A. Mitchell of Clinton, Ontario, began with the significant statement that he always reads everything in Bookseller and Stationer. Mr. Mitchell conducts a camera department, including a developing and printing service, sells sporting goods, artists supplies, but does not sell sheet music except by order, nor musical instruments of any kind. Neither is there a wallpaper or picture department in the Mitchell store.

The subject which Henderson Bros. of Oshawa, Ontario, would like to see discussed in future issues is "How to increase the efficiency of clerks: How to make them more attentive to customers and less so to their friends." Henderson Bros. find Bookseller and Stationer particularly useful to them in ordering new books. It is interesting to note that this store specializes in 15 to 25c goods. This firm conducts a circulating library, sells novelties, sporting goods, sheet music, musical instruments, including phonographs and has a wallpaper department. Henderson Bros., do not sell cameras or photo supplies nor pictures or artists' supplies.

The articles on advertising, store upkeep and general business arrangement appearing in different issues of Bookseller and Stationer were what most appealed to H. L. Gamble of Boisseram, Manitoba. This is a town of less than 1,000 population and Mr. Gamble was particularly anxious to see articles in Bookseller and Stationer dealing with advertising for towns of about this size where a mixed class of trade must be engaged in and where the volume of business is necessarily limited. Mr. Gamble has a drug and stationery business and in addition to these lines he features photo supplies and cameras as well as musical instruments, including phonographs. He expressed satisfaction with the service Bookseller and Stationer is giving, and stated that he was influenced in his buying by the information in it.

HOW OTHER STATIONERS DO THINGS

Start Something.

Business in this country is fundamentally all right. It is good now **if you go after it**, and will continue to be good. Right now is the time to get ready for bigger business. This bigger business is coming to the merchant who goes after it and to the man who knows the right place to buy economically and who uses up-to-date modern methods.

A salesman recently called on a merchant and immediately began to talk about business depression, hard times and the war. "Isn't war an awful thing?" he finally asked with a woe-begone air.

"Yes," said the merchant, "but to tell you the truth I have been so busy that I haven't been able to think about it very much."

It is needless to say that the salesman was somewhat startled. Here was a merchant who had realized that there was no use in worrying over something he could not remedy, and he was putting all his energy into the things which most vitally concerned him.

There is a lot of business to be done these days, and the wide-awake dealer is getting it. This is not the time to sit still and worry; this is the time to get out and "start something."

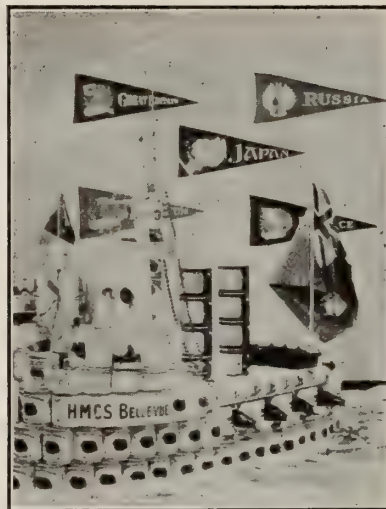
Book Free With Wallpaper.

Sutherland's, of Woodstock, in their newspaper advertising made this offer: "The Rosary," by Florence Barclay (formerly published at \$1.35), free with a purchase of wallpaper amounting to \$3.50 or over. Paper must be 8c a roll or more expensive.

Blow up your rubber balloons, fasten them to a string, and tie the strings in front of and to a revolving fan. It is

amusing to see how the children will spend a nickel to get them.

Even if you are a thousand miles away from the ocean, you will find that sand pails sell way beyond expectations, if you get them out where the children can see them. Toy sail-boats sell anywhere. Get a large size galvanized tub, set it on the counter, fill it with water and boats and watch the children come and buy those boats.



This is a reproduction of a grocer's window display, and is given here because it suggests to stationers a means of promoting sales of pennants.

Does Not Pay.

It does not pay to contradict a customer flatly no matter how certain you are of being right. The customer may not mind being told that he is wrong but the chances are that he will resent it and get peevish. It's a way people have when they are in the wrong.

Paper Lunch Sets.

In order to prove the merits of specialized effort try it out with paper lunch sets coming in packages containing twelve paper napkins and a lunch set.

Salespeople should introduce these to the notice of your customers and they should be featured by means of window, counter and showcase displays, as well as by attractive show-cards calling attention to their merits for picnic use. Some attention should also be given to this lunch set sales specialization in the newspaper advertising. This will develop interest, and enthusiasm begets sales, while sales promote more sales. Do this and you will be surprised at the good results and the enormous increase in the sales of this item in your store. Most important of all, it will convince you of the advisability of at all times directing special efforts in the selling of certain lines. Do not simply say to yourself, "Yes, that's a good idea," but do it.

Waxed Paper.

Another line capable of wonderful sales development in the summer is waxed paper. As the preserving season approaches, push hard on this line.

Hammock Hooks.

Most Stationery stores sell hammocks but let their customers go to the hardware store for the hooks. This is bad business because the hardware stores sell hammocks and people naturally prefer to make hammock and hook one purchase—"a word to the wise, etc."

How to Make Your Dull Days Pay

IT is pretty generally the case that Fridays and Mondays are the slow days of the week, and many a time the average merchant wonders what can be done to make these dull days pay. Some resourceful merchants have hit upon the plan of having one or the other of those days become known as bargain days, which has wonderfully stimulated trade. Care should be taken, however,

to avoid sacrificing the good trade of other days by needlessly cutting prices on ready selling lines. Concentration should be brought to bear on slow selling lines that should be moving out faster. Use this bargain day to put new life into lagging departments.

A writer in an American trade paper advances a suggestion to advertise

through the store window and in prominent places in the store, as well as in the newspapers, that on Friday of each week, on a certain table of ten-cent goods, there is a fifty-cent article to be sold at 10c, and on a certain 5c counter a 25c article to be sold at 5c. Let this become generally known and you will be surprised how trade will increase on these dull days.

PROFITABLE PUBLICITY

"BUY IT NOW" MEANS "ADVERTISE IT NOW."

Another new business wrinkle, as we say, has come out of the West which is deserving of special mention. Not content with pushing the "Buy It Now" campaign, which has been a big success in the Middle West, the enterprising men in many localities in that section are now co-operating to increase the sale of nationally-advertised goods through advertising in the local papers, by using the slogan: "Thrice Guaranteed," by which they mean that the manufacturer, the dealer and the local paper stand back of the goods advertised.

An instance of the new plan is the case of the dealers in Hampton, Iowa, who recently endorsed the idea that they could sell nationally advertised goods if they advertised them locally. This they did, and with great success. The "Buy It now," and "Buy It in Hampton" campaign won lots of business for the local dealers. Other towns throughout the West are now following suit.



NECESSITY OF PERISTENCE IN ADVERTISING.

"To my mind there are two reasons for the necessity of persistence in advertising—one of them is the ease with which the human mind forgets, and the other is the necessity of teaching the good points of your products a little at a time.

"It is a general experience, not only in advertising, but in all the different phases of business, that the concern which does not constantly remind its customers of its existence soon has no existence of which to remind them."—F. W. Haskell, Advertising Manager International Harvester Company.



ADVERTISING TEXT-BOOK.

A text-book on advertising that deals with the economic, psychological, and physical factors of the subject, as well as principles of artistic arrangement and composition in the preparation of "copy," has been prepared by Messrs. Harry Tipper, Harry L. Hollingworth, George Burton Hotchkiss, and Frank Alvah Parsons, each one of whom is qualified by experience and training for his task and is an expert in his field. A

THE SMALL ADVERTISER.

Smaller retail merchants sometimes become discouraged by the competition in newspaper space of larger stores. They imagine that people do not read the smaller notices.

Any newspaper man can give incidents out of his personal experience showing the contrary. A man with a very small space indeed often tells his story in such a pertinent, business-like, conversational way, that readers turn to his little ads just as a financial operator turns to the stock market.

It does not take a gift for saying smart and sharp things to make this kind of impression. It is simply the idea of writing as you talk, saying the things in advertising that you would say to a customer if you had him before the counter.

A merchant who desires to try advertising in a small way should have his notice put somewhere near the same place right along. He should not try to say too much in that space. Just a few words each time, about some particular thing, is most effective. — Jacksonville, Fla., Metropolis.

distinctive feature of the volume is the outline of an advertising campaign in actual operation. Elaborate illustrations of successful display advertising are included.



FARMERS' BENEFIT SALES.

In Collingwood, Ont., the merchants have been co-operating in putting on farmers' benefit sales. Among these advertisements was one occupying a five-inch double column space, in which Brown's book store advertised wallpaper specials, room lots, at \$1, \$1.50, and \$2, half price and less.

"Imported specials, regular 35c, 50c and 75c, going for 12½c, and other great bargains in wallpaper. Window shades, 15c and 25c. Baby carriages and go-carts, just exactly half price. Greater bargains we have never offered before."

While it is a debatable question as to whether prices should be cut to such an extent, even in the case of special sales of this nature, Bookseller and Stationer deems it advisable to give publicity to

this idea because of the good results that are bound to follow an appeal made directly to farmers or to any other class. The name "Farmers' Benefit Sale" could not be improved upon for such a campaign, and this idea is worthy of emulation on the part of other booksellers and stationers. Mid-summer would be a good time to put on such a sale, so as to put life into business at a time when things are generally slow.



BOOK STORE ADVERTISING.

In the discussion which followed the reading of a paper on Co-operative Advertising, one bookseller said it was absolutely impossible to send out to their clients all the circulars and other advertising matter with which the publishers overwhelmed them. Mr. Rider, of the Publishers' Weekly, pointed out that all they had heard demonstrated that the bookseller's own influence is of more importance than any other advertising, and that the best thing publishers can do is to help to put more people in the book trade; in his view, "the best advertisement of a book is the book store."

The remarks of the bookseller who complained of avalanches of circulars thrust upon booksellers indicate that publishers, in addition to carrying out the policy of "fewer and better books," might well extend this policy and issue "fewer and better book circulars." Then before sending circulars to the trade some indication should be obtained as to how many each bookseller will distribute, and when giving this information, each bookseller should give assurance that the work will be done.



WEDDING SONGS.

The College Book Store of Kingston, featured such wedding songs as "Because," "Perfect Day," "All Mine Alone," "God Made Thee Mine," "Psalm of Love," and "Love's Coronation," in June newspaper advertising. The same firm has been effectively advertising the new automobile book, "The Ford Model T Car."

Kempton's Book Store, Weyburn, Saskatchewan, has been advertising tennis and baseball goods in liberal newspaper recently.

New Toy Lines in Abundance

Many Countries Competing for Canadian Trade — Canada is Herself Well in the Race—G.T.R., C.P.R. and C.N.R. Toy Trains.

IT seems as though every nation was taking up the making of toys, and toy industries are cropping up where it was never thought there could be a ghost of a chance for existence. Even the Gautemala Indians are making tops, and Great Britain, France, America and Japan are all in the field, and Canada is also going successfully into the toy business. All these countries are going after this business hard, and no matter when the war ends, they are all planning for the future in the full expectation of holding the business that they have captured. This applies very particularly to Canada, where the new industries that are being established are putting in plants that have all the ear-marks of permanence. For the first time young Canada can rejoice in the possession of home-made toys, and in many lines Canada is already developing a really wonderful excellence. This applies very particularly to toys made of wood—to dolls and kindergarten furniture, dressers, bureaus, express wagons, shoe-flies, wheelbarrows and kindred lines. Building blocks of various types are also being made, and one of the best sellers here is a battleship made of blocks and pieces that the child can assemble and put together for itself. Another battleship toy that is taking is a large wooden ship painted the dull leaden cloud grey, known as battleship grey, and with detachable wooden guns, conning tower, etc., as well as a gun turret with spring guns that fire a wooden projectile.

The line of kindergarten and cardboard toys is a large one, and is one that will make an appeal to those who have the care of children all the year round as furnishing amusement to both the mind and the hands. Neat boxes contain cards with the outline of birds, animals, etc. The box also contains colored wools wound on cards and the proper needles for going over the outlines. Other boxes contain paper dolls and dolls' wardrobes that have to be cut out and pasted up. Then there are cardboard dolls' houses that can be set up and furnished complete even to the household dog or cat.

While not designed to compete at all with the expensive talking machines, there is a toy phonograph which is being enthusiastically received where introduced. This talking machine plays any size record, and being retailed at from \$1 to \$1.50, its popularity in the top department is easily understood.

The deep interest taken in the war means that all warlike toys will sell, and metal soldiers are a big item. Canada has taken up the making of metal soldiers and is producing some very creditable lines. In the production of metal soldiers England is taking the lead. All the branches of the service are reproduced in miniature. A child may have a full replica of the British army from the Household troops to the Boy Scouts. There are Lancers, Hussars and regiments of the line, rifle brigades, and ar-

tillery, gun trains, mule batteries, Royal Marines, and the sailors of the navy. In the more expensive grades the modelling is beautifully done and the coloring and finish perfect.

America is also producing a fine line of toys, some of the very best of which come in mechanical effects such as toy trains complete with station and tracks. The child of to-day is not satisfied with just the passenger train, but must have the freight and other cars. Canada is also producing trains and the familiar Grand Trunk, C. P. R. and Canadian Northern on the cars will be hailed with delight. Motors, autos, fire reels, milk wagons, dump carts, and many others that are too numerous to mention are included in the new lines of American made toys.

Novelties in New Hand Bags

A Season of Big Variety in Shape, Material and Styles—Display Has a Lot to Do With Successful Selling.

THIS is a season when no one style of hand bags is selling, but there is a big variety in shape, material and styles. One feature is common to all, however: the shapes are small, flat and dainty. The hand bag partakes of the frivolity of frilly styles, and makes up for its smallness by an extra daintiness in shape and materials. The favored leathers are pin seal, Russia leather, suede, and calf in leathers and moires, and striped taffetas in silk fabrics. Black is the best selling color, but Russian and Tipperary green, grey, greenish grey, navy and military blue are colors that are showing. These bags all carry vanity fittings, but not as a rule the number that were crowded into the bag a season ago. There is really more room in the majority of the new bags than appearances would indicate, and they all open wide, so that access is easy to the contents of the bag. The linings are usually of cord silk in such colors as apricot, sand, purple; and the more expensive bags are lined with gay flowered silks. The nob is a big feature, and is often made of an agate or semiprecious stone, which, of course, is real only when the bag is a high-priced one.

Safety clasps are growing in favor, as so many women carry money and other valuables in their bags, and, therefore, appreciate the extra safety given by the safety clasp.

During the past two months there has been less selling of bargain bags than for some time. There are cheap bags showing, but the heavy selling is coming more on the medium-priced and better grades. Many of the new bags have

gussets, and some of them show this feature that is extra wide. One imported bag of this kind is shield shape, and has wide side gussets. Another model has the change purse attached to the frame of the bag by a chain, so that it is easy to disengage it from the other contents of the bag.

Some Recent Novelties.

Amongst the many new productions in hand bags are many of peculiar shape. One of the latest has a convex-shaped frame covered with the leather; that is, the front frame is covered, while the back is of highly polished nickel or gilt-finished metal. The bag has the fashionable flare shape and the leather is shirred into the frame. The nob, which is a feature of the new bags, is made of a mock jewel. This bag is lined with silk poplin, and there is an inner frame and compartment lined with white kid, which contains a mirror. This bag comes in tan, grey and green.

Another leather bag novelty has a group of pleats running from the frame to the bottom of the bag, and these pleats are drawn together by means of a buttoned strap.

In these days of strenuous competition for business, the matter of display has a whole lot to do with the successful selling of all kinds of novelty goods, and ladies' hand bags are no exception. Women are becoming keener than ever in spending matters.

The merchant who places his wares before the public in the most attractive manner is the one who is going to get the business, all other things being equal.

FIVE TO TWENTY-FIVE CENT BUSINESS

Variety Trade News

Pearl beads are sold in immense quantities in the syndicate 5, 10 and 15c stores. This is a line with which stationers generally have more or less success, but they can do much better by pushing them strongly. This is a particularly good line for the 5 to 25c department. Such articles as brooches, fancy hat pins and hair ornaments are also good sellers.

This is the time to begin displaying Japanese lanterns and parasols as well as Japanese fans.

With the approach of the vacation season, there are many lines which can be successfully featured in the 5 to 25c department and made to produce good business. People who are holiday bent are always in need of something new and it would be a good idea to put in a specially prepared vacation window. Every book and stationery store has in stock many items suitable for including in such a display.



FIVE AND TEN-CENT MAIL ORDERS

One of the "5 and 10" cent store chains in the United States has established mail order branches in five American cities, and in its catalogue frankly admits that the parcel post opened the way for a business of this kind.

The catalogue contains 112 pages and is fully illustrated, showing a majority of the items listed, many of the illustrations being in half-tone from photographs of the articles. As a lure to get the customer to make large purchases, the company agrees to send certain articles making a shipment free of postage. With \$2 worth of dry goods, for instance, the postage charges will be prepaid in territory embracing most of the middle central States. Orders of glassware, tinware, stationery and kindred articles will not be delivered free, however.

On an order amounting to \$10, half of which is dry goods, the company will repay all delivery charges. In addition to this concession, the company also uses a premium bait to increase its list of customers, offering a set of six teaspoons to anyone ordering \$1 worth of goods and inducing three friends to order the same amount, sending in the \$4 at one time.

This is the latest development in the mail order field.

Some Thoughts on Competition

How Coming of the Syndicate Stirs up the Local Merchant—Not an Unmixed Evil.

IN reference to the subject of competition from the big syndicate five, ten and fifteen cent stores, there is a phase of the question which may possibly not have occurred to booksellers and stationers in towns where these store have been recently established. With the unquestioned value given in these stores and the favorable impression thus created, is it not apparent that the public is more than ever likely to be convinced that it is not necessary to resort to mail-order buying. The mail-order evil is a far more damaging competition in any community than that of the syndicate store. Bookseller and Stationer holds no brief for the syndicate five-ten-fifteen-cent store, with its headquarters in the United States, taking a large and steady flow of money out of Canada to make more American millionaires, but these stores at least employ help and pay taxes in the town where they have a branch and the impetus they give to home buying means that much business that formerly went the mail-order route is diverted to local channels. Including other stores besides the syndicate store in question.

It also makes the real home merchants, the men whose whole interests are identified with the home town, better merchants and consequently better citizens. These men become more alert. For instance, they pay keener attention to the contents of the trade paper.

One bookseller and stationer who with other merchants was concerned about the coming to his town of a syndicate store, decided to fight that competition to the best of his ability and recalling an account that had appeared in a trade other merchant similarly situated, he dug up that issue and got valuable pointers there and from other issues which helped him effectually in mapping out his new campaign. He created a stir that made that year the best in the history of his business, offering merchandise that people really needed at prices that compelled trade, and every mer-

chant can do just that by properly featuring five to twenty-five cent goods either as a separate department or on separate counters.



FULL ASSORTMENTS NECESSARY.

No notion department was ever made a success by keeping a "skimpy" stock, and the buyer who lets his stock run down to a point where an exceptionally good customer may at any time wipe out the entire stock of some staple item, is making a vital mistake. He is not only taking chances of losing sales on that particular item while the shelves are temporarily empty, but he is taking chances of losing customers as well. A shortage of staple goods in a notion department is almost considered a crime by the average customer.

While the keeping up of assortments is strongly urged, care must be taken not to overstock. It does not pay to carry more stock than is needed, not even in a notion department. Too much stock is as bad, if not worse, than too little. There is, however, a happy medium, an amount of stock that will take care of the steady trade and of any exceptional demand within reason, while not tying up so much capital that the overhead charges on it, interest, insurance, depreciation, etc., will eat up the extra profits coming from having enough goods to supply all legitimate demands. Another great disadvantage in being overstocked is that the buyer will not be able to get the benefit of some of the large exceptional bargains which are so frequently offered. The ideal stock has an abundance of the goods which sell and the least possible amount of excess baggage—lines that are rarely called for.



Did you ever stop to realize how many people would buy your paper drinking cups if they knew you had them. It is a big profit power and a mighty pretty item to featurize.

Then there are local view postcards. If you want to see a crowd around your counter, throw them out loose, and let the public pick them over. Nine times out of ten they will stop and pick over a display when they would pass by a regulation single box showing, and give it no attention whatever.

The Retailing of Fountain Pens

Salesman Should Observe Utmost Care to Fit the Writer's Hand—Knowledge of Pen's Mechanism Helps Selling—Something About Leaking Pens.

THE stationers of Philadelphia have been fortunate in hearing a series of valuable papers on manufacturing and selling essentials dealing with the goods they sell and the following paragraphs are from the paper read by W. J. Chaplin who recently won the first prize—an automobile—in the Rice Leaders of the World Association Contest as the result of his success in selling pens to the trade.

Of course, the part of a fountain pen that really gives the principal satisfaction, is the gold pen. If that performs pleasingly for a person who is using it, it is immediately pronounced a success and calls forth favorable remarks. If it doesn't fit the writer's hand, the entire pen is at once condemned. In your business, take the time and trouble to fit a pen point carefully to a customer's hand, and you will win more good trade by doing so, than with any other article that I can think of in your line, and at the same time you will enjoy the profits of the pen sale.

Perhaps, almost equally important to the gold pen, is whether ink reaches the writer's fingers or not. Here's the rub. Remember, please, that in my business, we have to supply an article that will safely carry in the pockets of all kinds of people in all walks of life, that dangerous article called ink, without soiling clothing, fingers or the paper on which it is to write. I believe I am safe in saying, that among that fraction that do get ink on their fingers, ninety nine out of one hundred of them should not. In retailing pens, the complaint you hear the most often is that it leaks. If all pens complained of really leaked, there would not be a pen manufacturer in the world worthy of the name. The trouble lies in personal peculiarities, fingers placed on the gold pen when writing; the pen, when finished with writing, being forced in the cap instead of the cap being put on the pen; never wiping the ink out of the cap, etc.

If people would only give one-quarter, or possibly less attention to their fountain pens that they do to their watch, there would be no troubles. That's where all of us can make friends for our respective businesses, and sell more pens and make more profits.

Do not let your own personal opinions of the best type of pen run too far in your salesmanship. Explain the types and give your customer a chance

to select. With only casual explanation of the various types, you will no doubt find quite a large demand for our self-filling type, as that may be largely due to the fact that the word, "self-filling" are good words. Anything that is self-acting or automatic these days takes with the public. There are very few who, when spending their money, take the time and trouble to make actual tests and comparisons.

Keep your pens well displayed, clean and ready for trial. Be patient, and ready to handle repairs, and give the attentions, large or small, that your customers may desire. If you are competing in service, which I dare to say, is the chief competition of this age, "He profits most who serves best," and in every store, business of any kind, or organization in which that spirit permeates, increasing success is bound to follow.

If you are carrying fountain pens, do not carry, but sell them, push them. There is a market for them, even if you would start out to sell every butcher within two miles from your store if it is in the city. Concentrate in that way; go after stenographers, bookkeepers, businesses that use manifold systems, etc. There are special points for all of them that have special capabilities and are particularly applicable to each. It may be shown, and I can show you, where considerable money can be saved, and it is an open field, if you will go after it.

Just a few words, now, in regard to the manufacturing of the product. There are only four principal component articles in the manufacture, namely, Para Rubber, in which the second component, sulphur, is mixed in the vulcanizing; third, pure gold, which is alloyed to 14 karat, which is the proper consistency for strength and resiliency, the materials of the alloy, of course, being important. Fourth, the selected iridium, which tips the point.

In the making of gold pens, there are something like 45 different operations. We buy the gold at the mint, which is 24 karat. It is alloyed to 14 karat, and after it is alloyed it is again assayed to make sure it is 14 karat. It is then rolled into thin sheets, cut in strips about the width of the length of a gold pen. The pens are then died out, hand tempered, stamped with the name, and the small hole made in them. Then the iridium point is put on, and by the way, when we give a man a number of pens

to point we count out an equal number of these small pieces of iridium.

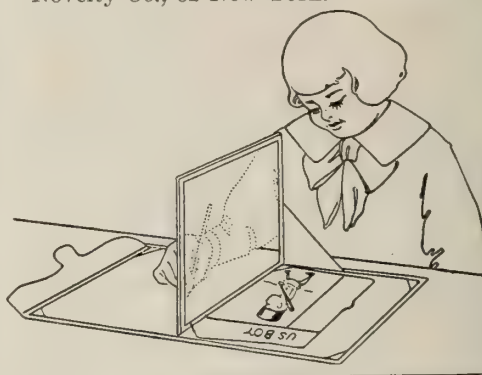
This is made necessary by the extreme value of this metal. The pen is then drawn up or rounded and then the slit cut in it. There is a very interesting condition connected with slitting a pen. They use a round thin copper disc which is so thin that it's wobbly, and copper, as you know, is quite soft, but this disc is revolved so rapidly that by holding a preparation we have for the purpose, this soft copper cuts the iridium on the point, which, as I have stated, is the hardest metal known. A case where extremes meet.

The pens then go through a number of operations to bring them out in the perfect and polished product which you receive.



DRAWING MADE EASY.

In the April issue the illustration, reproduced herewith, was run with a paragraph descriptive of an art coloring set called "Home Occupations," but should have appeared with a description of "Art Easy," a product of the Century Novelty Co., of New York.



In "Art Easy" the child is offered a very ingenious drawing outfit. The model picture is placed at the left-hand side of a colored glass upright and the drawing sheet upon the right-hand side of the glass. When the youthful artist looks through the glass from left to right he sees the lines of the picture shadowed through on the drawing paper. Then all he has to do is to trace the lines with pencil or pen, coloring them if desired. The lines of any picture of suitable size can be thrown by "Art Easy" for tracing purposes.



Regina, Sask.—The drug and stationery store at Victoria avenue and Albert street is now being conducted by W. M. Van Valkenburg.

Selling Points on Filing Cabinets and Systems*

The Retail Stationer is Not Getting Sufficient Returns on These Goods Principally Because He Is Not Properly Equipped With Necessary Knowledge Which Can Be Obtained By Studying Catalogues and Trade Papers.

IT seems to me that the sale of filing cabinets and systems is a line out of which the average stationer does not realize a sufficient return. It is true that this line requires special application to successfully sell, but that is also true of nearly every item in the stationer's varied line. It is knowledge of the game, properly applied, that spells success. Seldom, if ever, is a system sold by going into a man's office and telling him that you are offering a cabinet of exceptional construction. The successful salesman bases his tactics first, on system science, and secondly, on the quality and construction of his goods.

Now, then, how are you to acquire this knowledge? By the study of catalogues and literature of the several manufacturers, from trade papers, and special articles published regularly on the subject. You will find the subject interesting in the extreme, to say nothing of the commercial development to be gleaned from the same.

Let us review briefly the history of filing systems. Perhaps the first real filing system worthy of the name was the box file, and then the same type of file, but made in cabinet form, having two or more drawers to the cabinet. This file was known as the flat or loose sheet file, and soon after came the Shannon system, and lastly, the vertical system of filing.

The loose sheet file is slowly but surely dying a hard but natural death. It is not in wide use to-day principally because of its clumsiness. The letters or papers are placed loosely between leaves of the index and whenever the drawer is tipped at an angle sidewise or accidentally dropped on the floor, the entire contents slide out.

Vertical System Said to Meet All Requirements.

The vertical system of filing is the one which meets all needs and requirements. It is the most convenient and accessible of them all. After all, the object of a filing system is not merely to provide a place for papers, but to find them quickly when required. Therefore, the system that provides for the easiest method of filing and the quickest method of finding is the best one, and these

things are possible in the vertical system.

It is essential, of course, that the cabinet be a good one. The drawers must operate easily. It must be equipped with proper compressors, etc., but that which is inside is of greater importance. It has been said that the index is the heart of the system, so in order to get proper results, the index must be right.

Let us consider the several methods of indexing, namely, the alphabetical, the numerical, by location, and by subject; each has its advantages and in the proper place will give efficient results.

The most widely used method is the alphabetical, for the reason that it is the simplest to understand and easiest to operate. It is essential, of course, that the index be properly sub-divided to give the best results. It is obvious that a sub-division for a file of 1,000 names would not meet the requirements of a file of 10,000 names, so you see it is necessary to analyze the problem in order to determine the proper sub-division. When it is remembered that the alphabet can be sub-divided into 5,000 parts, it can be readily understood that it is possible to provide a suitable index for almost any requirement.

Manner in Which Sub-divisions are Compiled.

It may be interesting to note the manner in which our sub-divisions were compiled. The most representative list of names that could be found was used as a basis. This list was the Mercantile Register of Business Firms in the United States and Canada, which embraces possibly the most cosmopolitan collection of names found in this part of the world. The names under each letter of the alphabet were carefully noted, and we found that while there were a certain number of names under "A," there was a far greater number under "B," and still a different number under "C," and so on. These figures when finally reduced to 1,000's gave us an accurate basis to work on. We found that there averaged approximately 37 names out of every 1,000 beginning with "A," 93 beginning with "B," 74 beginning with "C," and straight through the alphabet to three names out of every 1,000 beginning with "Z." From these figures, the sub-divisions were compiled.

It was necessary, of course, to carefully note the combination of letters which go to make up proper names, so

that the sub-divisions could be accurately arranged. This was, of course, a big undertaking, but experience has shown us that the enormous cost and effort was well worth while.

Occasionally, we meet a man who is inclined to take issue with us claiming that our sub-divisions are incorrect, and we have found that the easiest and quickest way to settle the question is to take our telephone directory and show him that the proportion of names listed under "A," or "B," or "H," or "S" invariably agrees with our own arrangement.

Alphabet Can be Sub-divided Into 5,000 Parts.

As stated, the alphabet can be sub-divided into 5,000 parts. As a matter of fact, our largest stock index consists of 6,000 parts, of which there are about 5,000 sub-divisions and 1,000 common names, such as Smith, Brown, Jones, Gray, etc. These are inserted in their proper place and, with the 5,000 sub-divisions, make a set of 6,000 indexes or guides.

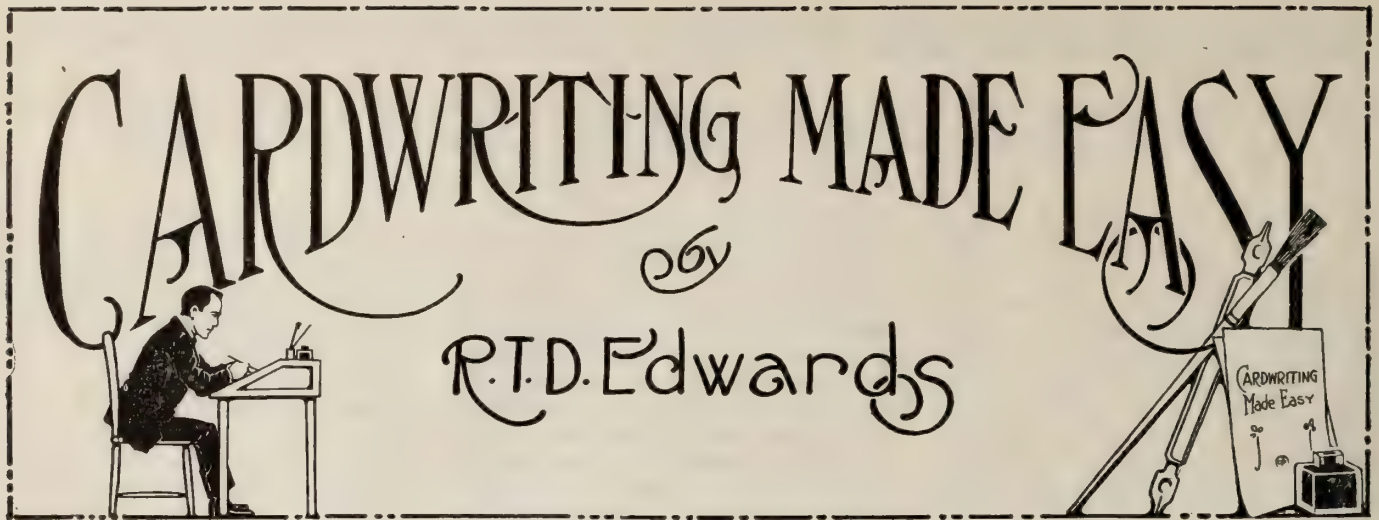
However, we are not limited in making up indexes to 6,000 sub-divisions. It is possible to increase the number to almost any limit by placing sets of A to Z guides back of those guides representing common names. These guides would be used to classify the Christian names.

There Are Two Kinds of Folders.

After providing a suitable index, the next step is the folders to contain the papers. There are two kinds of folders, straight cut and tabbed. Tabbed folders are preferred, as they provide a place for name, address, date, etc. Each active correspondent is assigned a separate folder with the name of the individual or firm written plainly on the tab, keeping the letters separate from all others and making the folder easier to locate. For casual or miscellaneous correspondents, a set of alphabetical folders, printed to correspond to the sub-divisions on the guides, is provided. In these alphabetical folders are filed, in proper alphabetical sequence, the letters received from the casual or occasional correspondent. If it is found that sufficient letters are received from a firm whose letters have been filed in a miscellaneous folder, it is a simple matter to remove them and assign a separate folder and put in its proper place with other active correspondents.

(Continued on page 28.)

*Address delivered by L. L. Schroedel, Philadelphia, in the Selling Points Series, held by the Philadelphia Stationers' Association.



LESSON NO. 6.

AS was stated in previous lessons but will bear repeating, a good layout on a show card is more than half that goes to make the card a success. You may have your letter formation perfect in every detail, but if you have failed to space them properly on the card, then your work goes for little. I have seen many cards that were quickly made but better from a selling point of view than others that took the writer hours, simply because the person who made the "quick" cards knew that to be a successful card writer one must work for "effect," rather than what may be called strict "accuracy."

The prospective customer does not stop and admire a card because it is correct from a drawing point of view. The card is there, first to attract the eye, and secondly to tell the observer about the goods it advertises, and to tell them at first glance.

Remember the show card often decides whether a customer comes into the store or passes by. If the card is difficult to read people are not going to wait to figure out what is on it. They will pass by with the impression that that store is not up-to-date. That means lost business.

Good Looking and Easily Read.

But, on the other hand, let them be attracted by a nicely worded, well spaced, and well lettered card which can be read at first glance, and they are bound to look at the goods if they are in the least interested, because the show card has told them something that has created a desire for further information.

So, with the purpose of assisting the beginner I have prepared two plates, one of correct spacing and the other of inaccurate spacing. A careful study of these will do you a world of good before you fall into the rut of spacing "any old way."

Three Styles of Layout.

Stick to straight line spacing for a long time yet. It is the easiest to make and much the easiest to read. In figure 2 I have shown three distinct styles of layouts. The first shows an upright card spaced from the centre. "A" shows how the card should appear after all necessary guide lines are drawn. "B" shows the next step. Here the letters are roughly spaced out so as to serve as a guide for the brush work. "C" shows the finished work with all pencil marks removed.

The next card shows a different style of layout. The lettering is started from straight lines down the left side of the card. This is the easier and quicker of the two layouts and is most popular in card shops.

The next style is balanced up from the centre the same as the first but is written on the card landscape style. This gives a chance to put more than one word on each line.

A study of Fig. 3, shows a few of the many errors in layouts which have come under my notice. I think the worst of all is the one with the lettering too large for the card. This seems to be the most glaring one among beginners. They get the idea that it is necessary to cover as much of the white space as possible

and lose sight of the fact that it is the white card behind the black that makes the lettering stand out.

Chart 6.

This chart along with the last two charts, known as charts 4 and 5, complete the brush stroke block lettering. All the strokes in these letter formations are made with one stroke of the brush.

The "A" is composed of five main strokes. Make each stroke in the order as numbered and you will get along better than if you went at it haphazard. Practise well every stroke before attempting the full formation of the letter. "B" shows a letter made up of three main strokes; 4 and 5 are the finishing strokes of the ends of stroke one.

"C" is composed of two main strokes and one finishing stroke. The end of stroke two does not need a finishing stroke if the brush is lifted so as to make a straight edge.

"D" has three main strokes. Stroke 3 is illustrated and needs considerable practice. The "E" has a formation similar to that of the "C." Stroke 3 should be parallel with the quick lines but nearer the top than the bottom.

Stroke 1 of "F" should not be made as high as that of the "B" and "D."

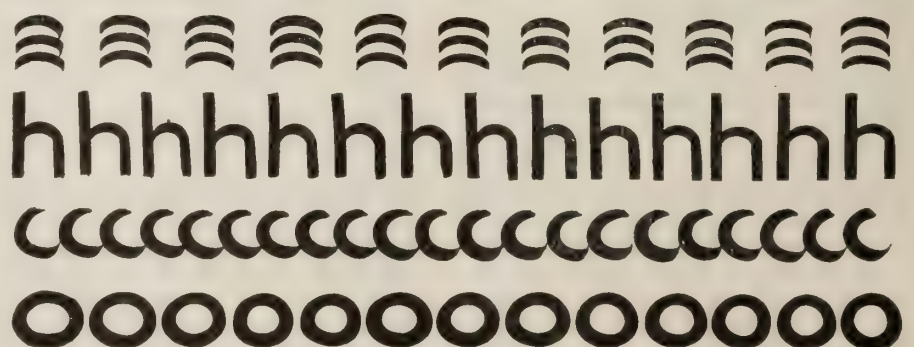
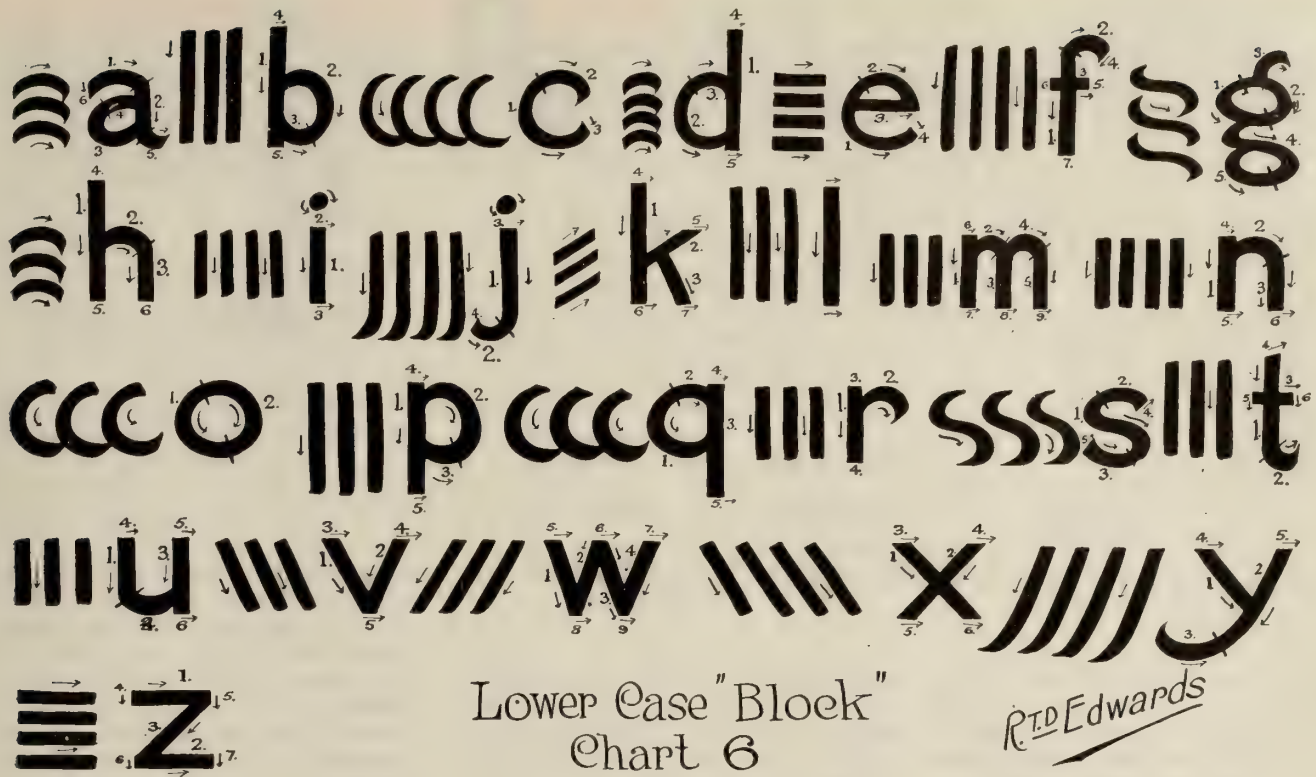


Fig. 1.



Lower Case "Block"
Chart 6

R.T.D. Edwards

The curve of stroke 2 brings it up to the top guide-line.

"G" is the all-curve letter. Almost every card writer has a different formation for this letter. This is the one mostly used. This letter should be tention to stroke 4 as shown in the preceding exercise.

Note that the top of stroke 3 of the "H" does not come up to the guide line but meets stroke two, whose curved top just touches the line. The dots over the "I" and "J" are made with two strokes with the side of the brush.

Much practice is needed in order to get the right angles on stroke 2 and 3 of the letter "K."

Don't neglect to practice the "L," it will assist you in the formation of other letters.

The "M" and "N" are of similar formation.

The curved lines require a lot of attention. The "O" is the only two-stroke letter in the alphabet. You cannot practise this too much. Note the strokes used in this letter are the same as those in "P" and "Q."

Stroke 2 of the "R" after a lot of practise can be made without using a finishing stroke.

The exercise preceding the "S" is very beneficial in its formation.

Note that the stroke exercise preceding the "T" does not come to the lower

guide lines. This is to allow the curved tail to rest on the guide line.

The "U" is similar to that of the "N" only reversed.

Practise many times the slant lines of the "V" and "W." See that where the strokes join, the angles are all the same.

Cross strokes 1 and 2 of "X" are as near midway between the guide lines as possible.

The "Z" while it is constituted of straight lines is not always easy to

make. Make the upper and lower lines first, then the diagonal.

Wherever possible, you will note, I have marked, by small cross bars, where the strokes join. This does not mean that you must lift the brush abruptly at these points, but they are the best places to overlap them. Take much care to keep the joins from showing. Draw the brush in the way indicated by the arrows.

Use the same method for practice work as explained in previous lessons.



Correct Method for Spacing
FIG. 2.



Practise each letter and exercise as shown in Fig. 1.

The accompanying cards illustrate the use of brush stroke block lettering, taken up in this and the last two lessons.



Good Crops Assured

Vastly Increased Acreage and Favorable Conditions Indicate Record-Breaking Crops and Consequent Prosperity—Trade Will be Good.

THE 5c and 10c Store Magazine sees in the taking of 150,000 young stalwart men from the sparse population of Canada an indication that this cannot fail to act adversely upon agricultural yields in Canada, and that this will give the United States command of the situation as to farm products for at least three years to come. "With prosperity in our farming districts, our home markets are secure for great trade, and with the firm hold this country is getting on foreign trade, every line of business should be for years active and profitable."

The writer of the foregoing may be correct, and likely is, in his forecast of good business, but regarding Canada's prospective crops for this year, it is most apparent that his statement was made without regard to actual conditions, because had he investigated he would have found that the acreage under cultivation is far ahead of any previous year, and there is no serious concern as to the ability to harvest these crops.

There have been untoward circumstances such as frosts in certain localities, but on the whole the prospects are most satisfactory for crops that will materially enhance Canada's wealth. Con-

sequently, the Dominion will share fully in the prosperity forecast for the agricultural interests of the United States.

With these interests prospering, the general well-being of Canada will be materially enhanced, and this means better trading for the retailers. Let book and stationery merchants prepare for good business in the fall and holiday season, and to reap the best possible results in the 5c to 25c departments.



THE GROWTH OF THE TYPEWRITER.

From the original Remington machine exhibited at the Centennial in 1876 the American typewriter industry has expanded to a point where there is more than \$9,500,000 of invested capital, says the American Machinist.

It is estimated that 10,000 men are now employed in the type writer industry, and that the production in 1914 was \$40,000,000.

Nine illustrations are used in this article. The first being of the original Remington model and the other eight of the Noiseless, Smith Premier, Underwood, Remington, Royal, Hammond, Elliott-Fisher (Book Machine) and Corona.

While these illustrations by no means exhaust the varieties of typewriters which have appeared since 1876, they show those which are perhaps best known in our home markets."



FILING CABINETS AND SYSTEMS.

(Continued from page 25.)

The Different Systems of Filing.

The numerical system of filing is rapidly losing the popularity it enjoyed some years ago. Experience has taught us that direct systems are more efficient than those where it is necessary to refer

to an index or key to locate a paper in the file. The maintaining of a card index or other index is a labor which can readily be dispensed with, and when it is remembered that a vast number of letters received daily in the average office are from casual or miscellaneous correspondents, the files fill up with folders containing oftentimes but a single letter and the index and files become clogged, resulting in a loss of time in both filing and finding the letters.

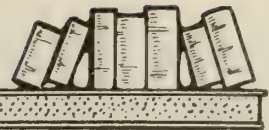
Indexing by location—geographically—in some lines of business has distinct advantages. The alphabetical method of indexing is used in conjunction with it. It is possible to start in a very small way with a set of State guides and as the correspondence begins to multiply, index guides for the names of towns can be inserted for the States where correspondence is heaviest, and later on, alphabetical guides can be placed back of the town guides as the requirements demand. In this way, the indexing method can keep pace with the growth of the filing system. It is never necessary to discontinue any portion of the index. If letters are received from Birmingham, Ala., they are placed in a folder labeled accordingly, and filed back of the Birmingham guide. If there are several correspondents in the same city, a separate folder is provided for each. The index may be expanded indefinitely, as alphabetical guides can be inserted at any time back of the State guides to facilitate the locating of the city or town guide, and also back of the city guides to more readily locate a folder.

Subject filing is generally used by very large corporations, city, State or national government offices and other like offices. A separate card index, in which the cards are filed alphabetically, is required. Each subject is assigned a number and all papers relating to that subject are numbered accordingly and filed in folders behind numerical guides. Subject filing is perhaps the most complex and intricate of all methods, and is never to be recommended unless the other methods will not meet the requirements. There is likely to be confusion in the subjects assigned and, therefore, the papers must be cross indexed. For example, in a railroad office, the subject, "accidents," is sometimes referred to as "collisions," "wrecks," etc., and unless each were cross indexed, one might have trouble in locating a filed paper.

In conclusion, I want to say that, of course, we have only touched—and briefly at that—on one side of the filing proposition. Its many allied branches are too numerous and complex for us to discuss in our talk to-night, but if you offered, you will readily acquire the knowledge to solve the average problem.



Books



REPORTS OF BEST SELLERS. From Different Canadian Cities.

Montreal.

1. A Far Country Churchill
2. Jaffery Locke
3. Bealby Wells
4. The Double Traitor Oppenheim
5. With the Allies Davis
6. Secrets of the Hohenzollerns..Graves

Toronto.

1. A Far CountryChurchill.
2. Pollyanna Grows Up.....Porter.
3. Angela's BusinessHarrison.
4. Jaffery Locke.
5. The Man of IronDehan.
6. The TurmoilTarkington.

Hamilton.

1. A Far Country Churchill
2. Jaffery Locke
3. The Turmoil Tarkington
4. Ruggles of Red Gap Wilson,
5. Seas of God Maxwell
6. Ragged Messenger Maxwell

St. Thomas.

1. A Far Country Churchill
2. Pollyanna Grows Up Porter
3. Bealby Wells
4. The Turmoil Tarkington
5. Empty Pockets Hughes
6. Mr. Grex Oppenheim

Guelph.

1. Jaffery Locke
2. Ruggles of Red Gap Wilson
3. Angela's Business Harrison
4. A Far Country Churchill
5. House of Misty Star Little
6. Wall of Partition..... Barelay

Victoria.

1. Jaffery Locke
2. Keeper of the Door Dell
3. Man of Iron Dehan
4. God's Country and the Woman
Curwood
5. Who Goes There?Chambers
6. TurmoilTarkington

Calgary.

1. A Far Country Churchill
2. The Man of Iron Dehan
3. The Enemy Chester
4. Pollyanna Grows Up Porter

ADDITIONAL PARTICULARS
ABOUT ANY BOOK MENTIONED
IN THESE COLUMNS UPON RE-
QUEST TO BOOKSELLER AND
STATIONER'S SERVICE DE-
PARTMENT.

5. Ruggles of Red Gap Wilson
6. Seven Darlings Morris

Edmonton.

1. A Far Country Churchill
2. Jaffery Locke
3. The Turmoil Tarkington
4. Angela's Business Harrison
5. Empty Pockets Hughes
6. Ruggles of Red Gap Wilson

Brandon.

1. Who Goes There? Chambers
2. Double Traitor Oppenheim
3. A Far Country Churchill

CANADIAN SUMMARY.

Fiction.

- | | | |
|----------------------------|-------------------|-----|
| 1. A Far Country. | Winston Churchill | 100 |
| 2. Jaffery. | W. J. Locke | 45 |
| 3. The Turmoil. | Tarkington | 43 |
| 4. The Man of Iron. | Dehan | 42 |
| 5. Pollyanna Grows Up. | Porter | 29 |
| 6. The Keeper of the Door. | Dell | 28 |

BEST SELLERS IN UNITED STATES.

- | | |
|----------------------------|--------------------|
| 1. A Far Country. | Winston Churchill. |
| 2. Jaffery. | W. J. Locke. |
| 3. Pollyanna Grows Up. | Porter. |
| 4. The Double Traitor. | Oppenheim. |
| 5. Pollyanna. | Porter. |
| 6. Thankful's Inheritance. | Lincoln. |

4. The Enemy Chester
5. The Man of Iron Dehan
6. Bealby Wells

Moncton.

1. A Far Country Churchill
2. Keeper of the Door Dell
3. Pollyanna Grows Up Porter
4. Angela's Business Harrison
5. Man of Iron Dehan
6. Jaffery Locke

Fredericton.

1. A Far Country Churchill
2. The Turmoil Tarkington
3. The Keeper of the Door Dell
4. Contrary Mary Bailey
5. The Man of Iron Dehan
6. God's Country and the Woman
Curwood

The Best Selling Book of the Month

"A Far Country," by Winston Churchill, is Another Big Novel Dealing With Contemporary American Life.

THE strong hold Winston Churchill, the novelist, has on the Canadian reading public is again evidenced by the presence, with a good lead, of "A Far Country," published June 2nd, at the head of the list of novels in strongest demand in this country for the month of June as based on reports from representative booksellers throughout the Dominion. It will be recalled that his previous book, "The Inside of the Cup," was the best selling novel in Canada for the greater part of a year, an unprecedented record, in recent years at least. Like "The Inside of the Cup," "A Far Country" is a serious book with an important message deserving of the close attention of those who are concerned about the great problems of the day. This book, however, despite the Biblical source of its title, is not a religious novel like "The Inside of the Cup," but is concerned with the secular questions of political ethics in the national life of the United States, these ethics being not sufficiently unlike those of our own country, particularly in view of the present political mess in Manitoba, to make Mr. Churchill's appeal less strong here than across the border.

From this it will be gathered that this book is far from being a mere romance. As a matter of fact, the criticism is usually offered in regard to each of Mr. Churchill's books, that their weakest features are his love scenes. But the master craftsmanship of "A Far Country," as with his other novels, considered as a whole, is such as to make the love element merely incident to the working out of the tale and consequently of minor importance.

"A Far Country" is autobiographical in form, the hero being Hugh Paret, who begins his story in these words:

"I was a corporation lawyer, but by no means a typical one, the choice of my profession being merely incidental, and due, as will be seen, to the accident of environment. The book I am about to write might aptly be called "The Autobiography of a Romanticist." In that

sense, if in no other, I have been a typical American, regarding my country as a happy hunting ground of enlightened self-interest, as a function of my desires. Whether or not I have completely got rid of this romantic virus I must leave to those, the aim of whose existence is to eradicate it from our literature and our life. A somewhat Augean task!

"I have been impelled, therefore, to make an attempt at setting forth, with what frankness and sincerity I may, with those powers of selection of which I am capable, the life I have lived in this modern America, the passions I have known, the evils I have done. I endeavor to write a biography of the inner life; but in order to do this I shall have to relate those casual experiences of the outer existence that take place in the world of space and time, in the four walls of the home, in school and university, in the noisy streets, in the realm of business and politics. I shall try to set down, impartially, the motives that have impelled my actions, to reveal to some degree the amazing mixture of good and evil which have made me what I am to-day: to avoid tricks of memory and resist the inherent desire to present myself other and better than I am. Your American romanticist is a sentimental, spoiled child who believes in miracles, whose needs are mostly baubles, whose desires are dreams. Expediency is his motto. Innocent of a knowledge of the principles of the universe, he lives in a state of ceaseless activity, admitting no limitations, impatient of all restrictions. What he wants he wants, very badly indeed. This wanting things was the corner-stone of my character, and I believe that the science of the future will bear me out when I say that it might have been differently built upon. Certain it is that the system of education in vogue in the 70's and 80's never contemplated the search for natural corner-stones.

"At all events, when I look back upon the boy I was, I see the beginnings of a real person who fades little by little as manhood arrives and advances, until suddenly I am aware that a stranger has taken his place."

These introductory remarks ably prepare the reader for what to expect in "A Far Country" and its tone is sufficiently serious to prevent those readers whose desires do not rise above sentimental froth, from proceeding any further, which makes it all the more satisfactory to contemplate that this book is far and away the best selling novel of the day, a compliment to the sound appreciation of the Canadian reading public.

As has been said before, Winston Churchill's books taken together, form a complete survey of American life and American problems—"Mr. Crews's Career" typifying American business; "A

Modern Chronicle," American society and manners; "The Inside of the Cup," American religion, his other books reflecting still other phases of American existence. "A Far Country" is, as nationally characteristic and as vital as its predecessors.

The quotation "and took his journey into a far country and there he wasted his substance in riotous living," from which the book's title is derived indicates the motif of the story and its scope and tensity, as applied to contemporary American life. The politicians, members of the legal profession and other associates of the principal character, are most realistically delineated and of the women of the story, Maude Paret stands out as being probably the best feminine creation of this author.

For fear that what has been said here, may engender a notion that "A Far Country" is a tome of seriousness to the exclusion of all else, let it be said that it makes a wide appeal to the heart interest and to the artistic sense as well and especially in the earlier chapters, as for instance the shipbuilding incident of Hugh Paret's boyhood. Although his home was far from water, little Hugh conceived a desire to own a boat and in indicative of his determination to get what he wanted, a characteristic that manifested itself all through his career, when his father refused to buy him one he decided to make one, an undertaking in which he was joined by an interesting company of boys. This work was carried on in great secrecy in the wood-shed where the work went forward with unabated enthusiasm in spite of temperature below freezing. The ship-building venture was a close corporation and the mystery that surrounded it threw a glamor upon Hugh and his associates for the envious boys not within the fold, while Ralph Hambleton, who could have joined the builders, preferred to scoff, saying: "She won't float five minutes, if you ever get her to the water."

"The cold woodshed became a chantry on the New England coast, the alley, the wintry sea soon to embrace our ship, the saw-horses—which stood between the coal-bin on one side and the unused stalls filled with rubbish and kindling on the other—the ways; the yard behind the lattice fence became the backwater, the flapping clothes, the sails of ships that took refuge there—on Mondays and Tuesdays. Even my father was symbolized as a watchful government which had, up to the present, no inkling of our semi-piratical intentions! The cook and the house-maid were friendly confederates."

Finally the boat was ready for launching and then arrangements were made with a dinky expressman, Thomas Jefferson Taliaferro (pronounced Tolliver)

to transport the ten-foot boat to "tide-water" on Logan's pond two miles distant. The "Petrel," by heroic efforts, was got into the wagon, the seat of which had been removed, and there, in the bow, Thomas Jefferson perched himself precariously and the journey started.

"Folks'll 'low I'se plum crazy, drivin' dis yere boat," he remarked, observing with concern that some four feet of the stern projected over the tail-board. "Ef she topples, I'll get to heaven quicker'n a bullet."

The maiden and only voyage of the "Petrel" was a perilous adventure. A stiff wind sent her out on the water stern first.

"The voice of Grits started us. 'O Gawd,' he was saying, 'we're a-going to sink and I can't swim. The blarsted tar's giving away here.'"

"Is she leaking?" I cried.

"She's a-filling up like a barth-tub."

The boat finally came to an inglorious end, going down with all hands in little more than half a fathom of water. Fortunately she had been blown clear across the pond and the ship-wrecked sailors found footing on the muddy bottom and all were saved!

Throughout the book the reader's close interest in Hugh Paret is maintained but there is a lack of sympathy with him until the light at last dawns for him through the influence of Krebs, the once despised Harvard "plug," who throughout his life retained his right perspective of life in a world gone money and power mad. Krebs worked to save his age, but at last he said: "I've come to see how little can be done for the great majority who have reached our age. It's hard—but it's true. Superstition, sentiment, the habit of wrong thinking or of not thinking at all, have struck too deep, the habit of unreasoning acceptance of authority is too paralyzing. . . . The hope lies in those who are coming after us. We really didn't have much chance."

Hugh Paret fought that protest "against things as they are" until finally he awoke to the emptiness of his own "success," when his redemption began.



AS TO WAR MUNITIONS.

Canada is not a manufacturing, but an agricultural nation, and our first duty is undoubtedly the harvesting and marketing of our crops. But if the Minister of Finance can see that in addition we can do more manufacturing of war munitions than we have done, it is his duty to see to it that no sacrifice on the part of bankers or depositors, even, is too great to attain that end.—Financial Post.

Books as Merchandise and Something More

Books Are the Boys' Favorite Recreation—Book "Stimulants" as Bad as Alcoholic Stimulants
—Easy to Win Boys to Better Reading.

"Give him, on the other hand, a story book about a man that's genuine and strong and grave. Let it be a book vivid with events, rich in incident, sound in principle. If the hero is too utterly utter in his virtue, your boys won't care much for your gift. But if he is just as boys ought to be, without any agony about it, your boy will be charmed, and in his imitative, imperfect way, will make that history repeat itself."

It Is Easy to Win Boys to Better Reading.

It may be said emphatically that if supervision be given, it is comparatively easy to win boys from any form of these sensational books. I discovered a striking instance of this as told by a bookseller in South Carolina. I found in his store a table of nickel novels. He said that the sale of these books had in the last few months fallen off 95 per cent. He also told me, with considerable pleasure, the cause. The sale of the modern penny-dreadful had been made among the mill boys of his town, but recently the mill owner had employed a Y. M. C. A. secretary to work among his boy employees. This welfare worker recognizing the worth of boys' reading, has promoted a system of traveling libraries through the several mills, with the result that the nickel novel has become a thing of the past. And it is always so. A multitude of similar successful experiences might be cited.

The chief reason why so many of these trashy books are circulated through the retail book trade is because they are so cheap. The weakness is not with the boy's taste, but with the parents' pocket-book; the fault lies not so much behind the counter as in front of it. I am confident that the average bookseller is not disposed to promote the sale of pernicious or wicked books. In a number of instances, booksellers have told me that they would remove from their stock any book that I thought objectionable. Not long ago the manager of the book section of a department store read an article condemning cheap and poor children's books. He realized that it was exactly the kind of books he was selling mostly. Through a friend he sent some of these books to the local children's librarian, whose report, of course, confirmed his fear that they were not wholesome. Since then he has not pushed so hard the sales of such books, and has paid more attention to the better books for children.

What Can the Bookseller Do?

And now, gentlemen, because I believe there are so many booksellers equally responsive, I come to ask the question, What can be done, What can you do, What are we going to do about the nickel novel in the form of the cheap, bound book? Miss Hunt, superintendent of the children's department of the Brooklyn Public Library, has said: "A vigorous child is immune from disease germs which attack a delicate one, so unquestionably have thousands of mental and moral weaklings been retarded from their best development by books that left no mark on healthy children. In spite of the probability that there are to-day alive many able-bodied men who cut their first teeth on pickles and pork chops, we do not question society's duty to disseminate proper ideas on the care and feeding of children."

And society is pretty keen as to the "proper ideas" concerning the care and training of children. Ours is a day, as Miss Hunt says. "When parents are frantically protecting their children from the deadly house fly, the mosquito, the common drinking-cup and towel; when milk must be sterilized and water boiled and adenoids removed; when the young father solemnly bows to the dictum that he mustn't rock or trot his own baby." Is it not, then, more than likely true that when these same parents learn that the cheap, bound book is the nickel thriller in disguise they will be equally eager to safeguard their children? For, granting that they buy these books now because they are so cheap, are they as likely to buy them when they know the truth?

Giving the Public What It Demands.

A friend in the silk business once told me some of the secrets of the trade. He said there was a constant demand on the part of women for a silk cheap in price that would be as fine in texture as the the manufacturers take a strand of silk, more expensive qualities. So, said he, split it in two, dip the pieces in a solution of copper or tin, and presto! nice, hefty-feeling, fine-looking silk at 50 cents a yard. A little later, milady is surprised when the silk of her waist split when only slightly worn or strained. If one were able to impart this information to women generally, would it stop their buying cheap silk? I wonder! Women dearly love a bargain, and doubtless will to the end of time. But I wonder, too,

if they will think a book a bargain when they know that it is the same old nickel thriller despised and rejected by all parents who have high aspirations and great ambitions for their children.

Now, in order that parents may know, the Boy Scouts of America proposes to devote its best efforts and energies. For the past few months we have been experimenting in many directions to discover whether or no the leadership of press and pulpit, monthly magazine and weekly periodical, school and library, women's clubs, educational associations, and other welfare workers—whether or no such leadership would be responsive to an appeal to protect the youth of our country against the peril of the old nickel novel in the form of the modern, cheap bound book. So general and hearty has been the response that we are now developing plans by which the whole country may be told the facts. It is too early to tell in detail just what these plans are, except to say that their influence will be felt at the time when they will count most, namely, at the holiday book trade season.

A Proposed "Juvenile Book Week."

One part of the plan is to propose to the retail book trade that the last week of November or the first week of December be set aside as Juvenile Book Week. At this time booksellers would urge the public to "shop early" and "buy the best books for your children," and by window displays, newspaper advertising and circulars addressed to their best customers, make it of interest to them to visit their stores at this time.

In such ways as we can, our organization will assist locally to help make "Juvenile Book Week" significant. Appeals will be sent to librarians asking them to co-operate with booksellers in an exhibit of the best books for children. Ministers will be asked to preach upon "the inquiry of the modern thriller." Newspapers will be furnished with special articles. Leaders of women's clubs, parent-teacher associations, the Woman's Christian Temperance Union, etc., will be invited to arrange for addresses or the reading of articles that will at this time emphasize the importance of children's reading. Through the national monthly and weekly magazines much more will be done. In such publicity, we are to have the co-operation of the publishers who believe in sane and safe books for children.

In the development and execution of all these plans, we invite the co-operation of the American Booksellers' Association, and for one reason at the moment, though there be an innumerable number of reasons in our favor. Three years ago the chief scout executive of our movement, Mr. James E. West, read in the New York Times extracts from a paper that had been presented before this association. That article told of how widespread bad books are, and how these books lower the moral standard, coarsen the character fibre, lead the child away from what is fine and true and honest and most worth while. The reading of that article by our chief scout executive had as much to do as any other one thing in leading him to persuade the National Council of our movement that, in their efforts to give educational value and moral worth to the recreational activities of the boyhood of America, they must not only influence the boy in his out-door life, but also in the diversions of his other leisure moments. And, as a result, our book department was established, making available to parents and teachers and librarians and all who may be concerned lists of the best books for boys.

So you see you are really responsible in more ways than one for my being here to-day. I am mightily glad to be here. Very happy, really, because I am privileged to speak to a group of men who, though being merchandisers of books, believe that books are more than merchandise, and that they are more than merchandisers, professional men, if you will, because men of books. And why not? Why should not a bookman be counted as a professional man? Why should not a bookstore be reckoned one of the community's educational activities, like the school?

The answer is in the hands of the individual bookseller. If he will consider books something more than merchandise and discharge his duties to his customers with the same efficiency and enterprise and energy that inspire him when as a bookseller he exercises his right to make a living, I am sure he will receive this high recognition, and so be able to invite and secure the co-operation of all educational leaders and welfare workers in his efforts to promote the sale of books as merchandise and something more.

In journeying toward such a happy day, I am willing to admit that "It's a long, long way to Tipperary;" but that's the reason we should be "on the way," and because I know your "heart's right there," on behalf of the Boy Scouts of America I would request that the American Booksellers' Association endorse our plan for a Juvenile Book Week, naming, if they will, the time best suited for such an observance.

Bits from Books

SNAPPY PARAGRAPHS

From "The Recollections of a Red-headed Man": "The biography of the red-headed men and women of the past could well be called 'Beacon Lights of History.' If all the great men and beautiful women of the past and present should remove their hats at the same time, there would be a blaze of glory all along the line. It would be a torch-light procession from Adam to the author of these recollections."

From "The World in the Crucible."

"There, on the Ypres road to Calais, 2,400 British soldiers—Scots Guards, South Wales Borderers, and the Welsh and Queen's Regiments—held 24,000 Germans in a position terribly exposed. On that glorious and bloody day the Worcesters, 500 strong, charged the hordes of Germans, twenty times their number, through the streets of Gheluvelt, and up and beyond, to the very trenches of the foe; and in the end the ravishers of Belgium, under the stress and storm of their valor, turned and fled. On that day 300 out of 500 of the Worcesters failed to answer the roll call when the fight was over, and out of 2,400 only 800 lived of all the remnants of regiments engaged, but the road to Calais was blocked against the Huns; and it remained so, even to the end of this war."

From "Jaunty in Charge": "There's nothing wrong with the lunch, is there?" asked Mr. Laurence, of Sally.

"Nothing," said Sally, sliding her hand along the table and taking her father's.

"Do you remember when Aunt Venetia came and were so clever and remembered she didn't take sugar because of her rheumatism, and we told Serena to use saccharine instead? And do you remember how horrible the rhubarb was, and you—you dear, wonderful thing—ate all yours and didn't complain? And when we asked Serena about it she said it had been so difficult to get out of the tube, and she showed us the tube, and it was secotine; do you remember, darling?"



PROOF.

Mother: Son, I don't believe you washed your face at all.

Small Son: If you don't believe me, look at the towel.—Judge.



An illustration from the new Oppenheim book, "The Double Traitor."

LIBRARY DEVELOPMENT.

Brooklyn, N.Y., takes the lead in library development with the first library building for children. In the first three months following its opening the children's building was visited by an average of 1,566 juvenile book borrowers daily, and the librarian reports that the quality of the reading and the admirable order of the children deserves notice far more than does these mere figures. The children are from the primary and grammar grades of the school only, and it is significant that in order to meet their demand for non-juvenile literature, an ample equipment of adult books has been found necessary. Another advance made at this Brooklyn library is the opening of a training course for children's librarians.



BOOK LISTS RECEIVED.

From the Page Company of Boston comes "A Selected List of Books for Christian Scientists." The idea embodied in getting out such a list is of suggestive value for booksellers.

An interesting and intensely practical list of books entitled Cassell's Technical Books, comes from the Canadian office of Cassell & Co. It is most comprehensive in its scope, dealing with technical instruction manuals, work handbooks, mechanics, manuals and various standard works, by authoritative writers. Along with this comes a special list devoted to this firm's "How to do it Books" dealing with numerous mechanical and art and technical pursuits.



J. L. Thompson of the book publishing department of Charles Scribner's Sons of New York was a trade visitor in Toronto the latter part of June.

Books and Writers Being Talked About

The publisher's risk in cheap reprints ought not to be lost sight of in contemplating the considerable profits on the most widely circulated of these promoters of popular culture. The lower the price, other things being equal, the larger the sales; but unless there is a clear profit, however small, on each copy sold, the larger the sales the heavier the losses. A certain salesman in a mammoth department store was once asked how it was that his house could afford to sell at a price alleged to be below cost a certain article advertised among its bargains. "Why, you see, we make ourselves whole by selling such an enormous number," was the salesman's glib rejoinder. The shilling copyright novel that seems to have established itself in the English book trade, can only be produced in its present grade of mechanical excellence on the assurance of large sales, so that untried talent can hardly hope for a chance to appeal to the great public in shilling volumes. The whole cost of production has been, of necessity, reduced to an astonishingly low figure, and a royalty of one penny on each copy sold has to be reckoned in before the dealer's profit can be determined. The latter is said to be as much as fivepence per copy, divided perhaps between the wholesale and the retail handler of the book, so that to one examining the matter the marvel is that so good an article can be manufactured and sold without bankrupting somebody. No wonder there is risk in the operation, and an imperative necessity of large and brisk sales.—The Dial.



JOSEPH CONRAD.

"Victory," Joseph Conrad's latest novel, was published in the United States several weeks ago, but the Canadian edition has been delayed partly by a misunderstanding as to when the U. S. edition was to be issued and partly owing to labor difficulties in London.

"Toy Making" is the title of a volume by Bernard E. Jones in what is known as the Work Handbook series, published at 30c a volume. Another book by the same writer, but a more expensive volume, is one devoted to the Cinema.

Musson's report as their best selling novels, "The Turmoil," "Empty Pockets" and "The Lone Star Ranger."

Hodder & Stoughton's books in greatest demand for June were: "The Valley of Fear," "The Lady Passenger," and "King Albert's Book."

Mystery stories always seem to find favor and a new novel of this type that has just appeared is "The Seventh Postcard."



The Late Rev. Hugh Benson
Author of "Loneliness," just published.

"Hugh: Memoirs of a Brother," is the title of a biography of the late Hugh Benson, written by A. C. Benson.

An elaborate new holiday book is "Constantinople, Old and New," by H. P. Dwight, a volume especially interesting at this time when the Turkish capital is so prominent in the news of the day.

Edna Ferber's new book for the fall is "Emma McChesney & Co."

"It Pays to Advertise," a play which has held the boards in George M. Cohen's New York Theatre for nearly a year, is now available in novel form.

August 20th is the date set for the appearance of the Canadian edition of "The Freelanders," by Galsworthy.

The new novel by Leona Dalrymple, entitled "The Lovable Meddler," will be published early in August.

Eleanor Hallowell Abbott has written a new novel, entitled "The Indiscreet Letter."

The growth in popular demand of reprint novels is indicated by the addition



SUSAN GLASPELL,
Author of "Fidelity."

in June of the following titles to the Copp, Clark Company's reprint library: "Fisherman's Luck," by Henry Van Dyke; "Almayer's Folly," by Joseph Conrad; "Garry Owen," by H. de Vere Staepoole; "The Bishop's Purse," by Cleveland Moffett; "The Precipice," by Elia W. Peattie; "The Congresswoman," by Isabel Gordon Curtis; "The Forest Maiden," by Lee Robinet; "Nancy, the Joyous," by Edith Stowe; "Little Eve Edgerton," by Eleanor Hallowell Abbott; "Jess & Co.," by J. J. Bell; "Substance of His House," by R. H. Boucicault; "The Yellow Angel," by Mary Stewart Daggett; "The Lost Dispatch," by Natalie Sumner Lincoln; "King-Errant," by Flora Annie Steele; "Out of the Wreck I Rise," by Beatrice Harraden; "In the Cause of Freedom," by Arthur W. Marchmont; "Beechy," by Bettina Von Hutten; "A Modern Eve," by May Edginton; "Anne, Actress," by Juliet G. Sager; and "Dave's Daughter," by Patience Bevier Cole.

Ruth Kedsie Wood has gained prominence as a specialist in guide books. Her books "The Tourist Russia" and "The Tourist California," have been followed by one entitled "The Tourist Maritime Provinces," which is just the book for a visitor to the land of Evangeline, being rich in descriptions of the quaint and picturesque places of New Brunswick, Nova Scotia, Prince Edward Island, Gaspe Peninsula, Newfoundland and Miquelon Island.

"Fidelity," a new novel by Susan Glaspell, who wrote "The Glory of the Conquered," is a story of a woman's love, of what love impels her to do, and

what it makes of her. Ruth Holland, the heroine worth studying, a woman real, unafraid, never hesitating to ask a question of life for fear of the answer. "Fidelity" is not a commonplace novel.

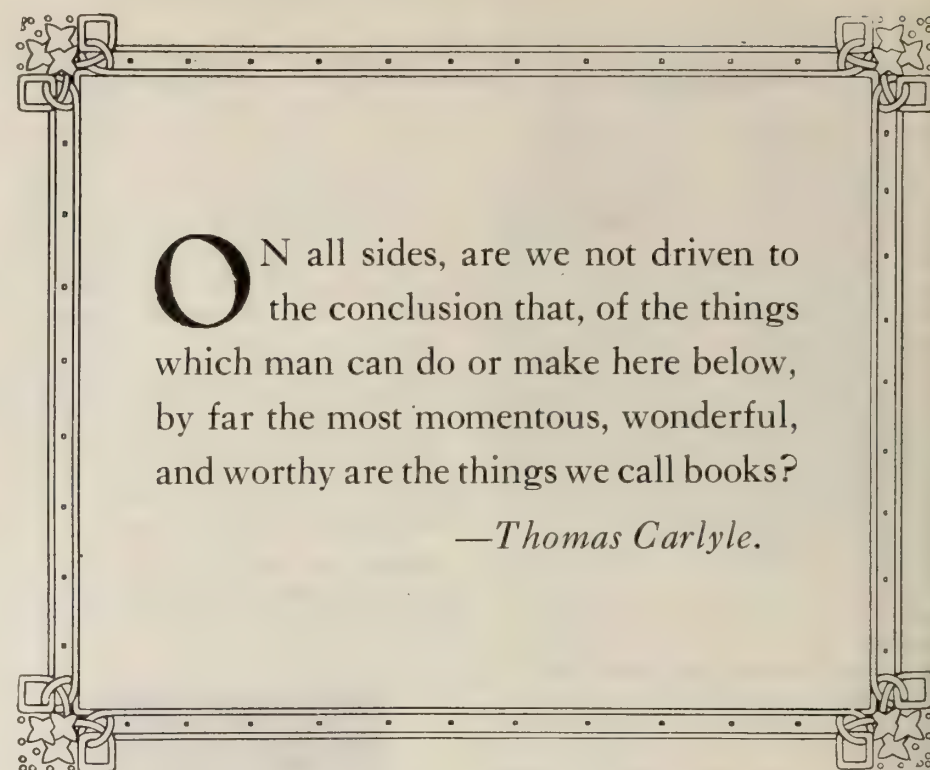
Honore Willsie.

How to manage a great woman's magazine in New York, keep house in New Jersey and write fiction of a sort worth while—all in twenty-four hours a day—was explained in a recent interview by Honore Willsie, managing editor of *The Delineator*, whose latest novel, "Still Jim," has just appeared, and whose likeness appeared in the last issue.

"To accomplish anything in this life you must form systematic work habits," said Mrs. Willsie. "When I first began the writing game I thought that everything depended on inspiration; that I must write like mad when that came, but could do nothing without it. When my husband came home at night he used to ask me about my writing and I used to think that I had worked a great deal when really I hadn't at all. He saw that I needed to form systematic work habits and urged me to keep a diary. I said I wouldn't do anything so temperamental, but he explained that what he meant was just a record of the work done each day. So I began. At first I was shocked to discover how very little time I really spent in writing. One, two and three hours would appear on my record and that, of course, stung my pride and made me do more. In the beginning I found it very difficult to make myself go upstairs in the morning, shut my door and go to work, and stick to it, too, not jump downstairs whenever I heard the crash of dishes. Of course, I supervised my housekeeping very carefully, but still it was really quite humiliating—in spite of its being a very useful discovery also—that the home and the maid got on very well indeed when I was not on the spot every moment. One of the most important things I have learned, and that through my schedule, is what one can make the mind do."

The Author of "Patricia."

"I am the younger daughter of the late Vicount Wolverhampton," writes Edith Henrietta Fowler (Hon. Mrs. Robert Hamilton), author of *Patricia*, recently published. "My elder sister—Ellen Thorneycroft Fowler, wrote 'Concerning Isabel Carnaby' and many other novels. My old home was in the country—named Woodthorne, three miles from the town of Wolverhampton. I never went to school but had a governess and also shared my brother's tutor for classics and mathematics. I lived a very quiet, simple schoolroom life, as my parents were so much in London owing to my father's Parliamentary work. We



ON all sides, are we not driven to the conclusion that, of the things which man can do or make here below, by far the most momentous, wonderful, and worthy are the things we call books?

—Thomas Carlyle.

children stayed at Woodthorne, living entirely our own lives. We had no such pleasures as children enjoy in these days, in the way of parties and treats and sightseeing, but we were quite as happy in the world of the woods and the fields and all the pretending folk with which they were peopled.

"After I grew up I began to write, and my first article on 'Fragments of Child Life,' was published in *Longman's Magazine*. I also belonged to an essay club in which I won several prizes.

"My first book was entitled 'The Young Pretender,' and was published by Longmans, who also published another story of child life called 'The Professor's Children.' These two books have recently been re-published.

"My first novel was written in 1899 and called 'A Corner of the West.' I have written two others—'The World and Winstow' and 'For Richer, for Poorer.' Also 'The Life of Lord Wolverhampton' two years ago."

Alfred Noyes was not accepted for enlistment in the army when he offered his services at the outbreak of the war because the British Government did not want men who need eyeglasses, in their first line troops. But he was later placed on the reserve list.

Patrick McGill, author of "Children of the Dead End," which created a sensation, is now at the front fighting for the Empire. His latest story, "The Rat Pit," is as remarkable as was his first book. The new story makes as vivid a presentation of bitter poverty as did "Children of the Dead End."

Moving pictures are now being shown throughout the country of Tolstoi's masterpieces: "The Kreutzer Sonata," "Anna Karenine," and "Resurrection," all obtainable in popular-priced reprint editions, and in cheap paper bound editions as well.

An intensely interesting volume for home lovers is Richardson Wright's volume "Inside the House of Good Taste." The value and interest of the book is greatly enhanced by two hundred half-tone illustrations.

Margaret Deland is busy finishing a new book, the first long novel since "The Iron Woman." It will be published next year.

In three months, more than twenty thousand copies of "Contrary Mary," by Temple Bailey, have been sold.

"The Lovable Meddler," by Leon Dalrymple, is to be published early in August.

A new book by the naturalist, Fabre, is "The Life of the Spider."

A tale of the French Revolution is Rafael Sabatini's "The Gates of Doom," just published.



AS TO "MANNERS."

A report to the effect that "Manners," a book authorized by the Department of Education of Ontario had been superseded by the new "Golden Rule Books," is not correct. "Manners" will continue to be used and is authorized also in Alberta. It is, in fact, being used from coast to coast.

Books Received

Thoughts On Business, by Waldo P. Warren. Chicago: Forbes & Co. Cloth, \$1.

A new, complete edition of this famous work, which has been translated around the world and has become a classic on business. A book of stimulating power for both employer and employee. Formerly published in two volumes. This book will doubtless be even more popular than ever in its new, convenient form.

The Honey Bee, by Samuel Merwin. Toronto: McLeod & Allen. Cloth, \$1.35.

Hilda Wilson, the central figure of "The Honey Bee," is so faithful and alive that she might have been taken bodily from the ranks of American business women.

The depths of her woman nature are stirred as she meets first one possibility and then another that might bring her the enrichment of existence for which she longs. She sees that each one is full of its own complications, and seeming to have both right and wrong on its every side.

Her story is one of the truest and most vivid pictures of American life in modern fiction.

The War Terror. Arthur B. Reeve. Toronto: McClelland, Goodchild & Stewart. Cloth, \$1.00.

In this new volume by the author of the "Craig Kennedy Stories," and "The Exploits of Elaine," Kennedy reveals secrets of the great European war so that this may be described as an international detective story.

Sundown Slim. By Henry Herbert Knibbs. Toronto: Copp, Clark Co. Cloth, \$1.25.

The story of a feud between cow-punchers and sheep-herders in the Great



An Illustration From "Sundown Slim."

Southwest, filled to the brim with romance, humor, and thrilling adventures. Frontispiece in color and illustrations by Anton Otto Fischer.

Mary Moreland, by Marie Van Vorst. Toronto: McClelland, Goodchild & Stewart. Cloth, \$1.35.

A clever young woman meets a great temptation. Mary Moreland resigns her position instead of running away with her sympathy-seeking employer. She becomes private secretary to an invalid



An illustration from Marie Van Vorst's new novel, "Mary Moreland."

English author of unusual character and deep spirituality. But Maughm continues to cross her path frequently, and the personalities of the girl and the man and the man's wife combine to make the plot, which is complicated by the fact that the Englishman, too, falls in love with Mary. Later, fate makes it possible for Mary to become Maughm's wife.

John Bull's Surplus Children, by Denis Crane. London: Horace Marshall & Co. Cloth, \$1.

This is a volume dealing with the question of child immigration to Canada, being a plea for giving these children a fairer chance. The book was written before the outbreak of war, and referring to this in the preface, the author says that whatever of judgment and force there is in these pages as relating to conditions prior to the war, will be immensely strengthened in its application to conditions as they are sure to be when the war is over. Here is a paragraph from the author's note, which will appeal particularly to Canadian readers: "At a social function recently given to a hundred and fifty officers of the first Canadian contingent, every one of the eight guests at my table had given up at the call of Empire responsible and lucrative positions in the Dominion, while all but one had left behind them wives and children whom they might never see again. That, surely, was giving of their best. The seriousness, the earnestness of purpose, shown by these men was, indeed, remarkable, and in

every way worthy of our best national traditions. Canada has thus, once and for all, given answer to those who persist in regarding her as a foreign land; who argue as if, in giving the Dominion of our best, we were making a present to some rival power, instead of merely putting out so much capital at higher interest. To-day, the solidarity of the Empire has passed from the realm of rhetoric to that of actuality."

Jaffery. W. J. Locke. Toronto: Gundy. Cloth, \$1.25.

W. J. Locke's new novel has a war interest. Jaffery Chayne is a war correspondent, just back in England from the wilds of Albania, where the sudden death of a friend has left him encumbered with the care of his widow, Liosha, a native Albanian. The story of Liosha's life is extraordinary and touching and arouses the pity of her new English friends. Jaffery's great-heartedness leads him to conceal the perfidy of a friend and to risk his own reputation in the eyes of the woman he loves.

Peace and War in Europe, by Gilbert. London: Constables. Cloth, 2s. 6d.

This publication is based upon a course of six lectures given in Manchester College, Oxford, October, 1914. The first four of these lectures are on the causes of the European war, reproduced with some modifications; the fifth was on our duty toward the war, and is omitted as being too ephemeral in its interests. What was the sixth lecture, on the terms of peace, is considerably altered, chiefly in consequence of the intervention of Turkey, and the last lecture with an addendum on an international code of honor, is new matter.

The Hand of Peril. Arthur Stringer. Toronto: Macmillan. Cloth, \$1.35.

There are few writers who know so well what makes a good detective story as Arthur Stringer. Long master of this particular type of fiction, he has, in *The Hand of Peril*, written a book which for ingenuity, originality and interest-compelling qualities has hardly been equalled even by his own previous work. How is it all going to end? This is the question which the reader finds himself asking time and time again as he follows the careers of the woman counterfeiter and the secret service man. The solution is not apparent until almost the final page has been turned, and then it is found to be as wholly satisfying as the exciting series of incidents which preceded it.

Jaunty In Charge, by Mrs. George Wemyss. London: Constable. Cloth, 6s.

This book is an oasis in the desert of present-day fiction. There isn't a mor-

bid word in it, and much of the dialogue is as sprightly as Anthony Hope's when he is in the mood. Jaunty is a butler, or rather "not butler exactly, but confidential butler," to the Laurence family, and in that capacity has brought up by hand two young ladies who were, as children, given into his charge by their dying mother because the head of the house was entirely too unworldly and too forgetful and too unbusiness-like, and too a whole lot of other things to be entrusted with anything else than loving them. Mrs. Weymss' stories of how the young ladies were brought up by Jaunty would make a successful farce if dramatized.

The History of Twelve Days. July 24th to August 4th, 1914. Being an account of the negotiations preceding the outbreak of war, based on the official publications. By J. W. Headlam, M.A. Toronto: Gundy. Cloth, \$1.25.

A want has been felt and expressed in many quarters for a book incorporating all the diplomatic documents issued by the various governments and giving a complete account in narrative form of the negotiations which took place in the period immediately preceding the outbreak of war. The present work admirably fulfils these requirements and special attention may be drawn to the fact that it includes matter supplied in the Serbian Blue Book, of which no translation into English has yet appeared, and the Austrian Red Book which has just been published.

J. W. Headlam, who is the author of a "Life of Bismarck" and of various articles on German and Austrian history, contributed to the Encyclopaedia Britannica, and has given much attention to the recent political history of Germany, is well qualified for the delicate and difficult task he has here undertaken. Mr. Headlam, who throughout supports his facts with chapter and verse, has written a work which is not only of the highest importance, but of extraordinary interest. Its masterly analysis and presentation of the diplomatic negotiations of the fateful period with which it deals are likely to ensure its becoming the classic work of reference on its subject.

Complete Course in Isaac Pitman Phonography. By A. Rosenblum. New York: Crowell. Net \$1.50.

A modern, practical and comprehensive presentation of the subject. From the beginning the student writes coherent narrative, arousing and holding intense interest, and avoiding abrupt transition from theory work to practice. The theory is presented in 84 brief exercises. By the introduction of a partial key, the student can master forty per cent. of the theory exercises by self instruction. Following the theory work are 300 busi-

ness letters, models of commercial English.

The Meaning of Christian Unity. By William H. Cobb, D.D. New York: Crowell. \$1.25 net.

"A time when half the Christian world is in discord that threatens destruction is a good time to search earnestly for the foundations of concord." This is the opening sentence of a book which is well described by its title, and that can be read with profit by readers of every sect or of no sect, for its tone throughout is fair and judical. The author does not seek to crowd dogma or creed down any one's throat; on the contrary, his aim is to discover some common meeting point where all sects may unite. He discovers that "Christian unity is independent of all forms, and lies below them like primitive rock below the later deposits."

The Evolution of Literature. By A. S. Mackenzie. New York: Crowell. Cloth \$1.50.

This work may serve as a guide to those who have grown weary of the beaten pathways. It affords an intelligible view of what is usually termed comparative literature. We may observe how the hunters' choric dance leads to modern drama; how tribal face-painting foreshadows the literary masque; how Aesop's and La Fontaine's fables have descended from primitive animal myths; how Punch-and-Judy shows, Christmas pantomime, and Hallowe'en festivity have played their part in literary evolution; how magic song was transformed into the religious hymn, etc. Social evolution has become a comparatively familiar subject. Here is shown how the evolution of literature has gone hand in hand with that of society and civilization.

Aunt Sarah and the War. A Tale of Transformations. New York: Putnam's. 75c.

A story brimful of the new spirit that has come over the men and the women of England. Those who, like the hero, have borne the hardship of the trenches; those who, like the heroine, have felt the heart wrench, will not soon return to the superficial and thoughtless ways of yesterday. The book is a fine, patriotic embodiment of a nation's spirit, as evinced by the people at home, no less than by those who are bearing the brunt of battle.

California, Romantic and Beautiful. By George Wharton James. Boston: Page. \$3.50.

The history of its old missions and of its Indians; a survey of its climate, topography, deserts, mountains, rivers, valleys, islands and coastline; a description

of its recreations and festivals; a review of its industries; an account of its influence upon prophets, poets, artists and architects; and some reference to what it offers to delight to the automobilist, traveller, sportsman, pleasure and health seeker.

Flowers of Youth. By K. Tynan. London: Sidgwick & Jackson. Cloth, 3s. 6d.

Some of the verses contained in the volume have already appeared in "The Times," "Cornhill Magazine" and other publications. It is a volume of war-time poems.

Care and Operation of Automobiles, by Morris A. Hall. Chicago: American Technical Society. Cloth. Illustrated.

This intensely practical volume of 139 pages deals comprehensively with private garages, repairs, and automobile driving, with numerous illustrations. It will go far toward solving such perplexing questions, as economy in upkeep and what to do in case of accidents on the road. As the author says in his preface: "If the owner is not utterly devoid of mechanical instincts, a small but judicious amount of instruction will allow most of the aggravatingly simple repairs to be made at home with the minimum of expense and delay."

Outline Pictures for the Primary Child.

Edited by Lillie A. Farris. Cincinnati: Standard Publishing Co. Paper 25c.

This comprises a series of fifty-two pictures to be colored by the child. The pictures represent thirteen animals of the Bible; thirteen trees of the Bible; thirteen birds of the Bible, and thirteen flowers of the Bible. These pictures are designed for use with the third-year primary course of the International Graded Lesson Series, as well as with the Uniform or other Bible Lessons.

Personal Efficiency, Applied Salesmanship, and Sales Administration. By Irving R. Allen. Chicago: La Salle Extension University. Leather bound.

The author, is an expert in sales organization and sales efficiency. He has had a wide experience in establishing and reorganizing sales departments, and in training salesmen. He has also a big record back of him in selling.

The book is one of a series of works on business subjects. A list of these works is given opposite the title page.

The series is used as a basis for the course in Business Administration of the La Salle Extension University.

A Shadow of '57, by A. M. Scott Moncrieff. London: T. Fisher Unwin. Paper.

A tale of the Indian Mutiny.

Where There Are Women, by M. and A. Barclay. London: T. Fisher Unwin. Paper.

LITERATURE OF THE WAR

A unique feature in Ellery C. Stowell's "The Beginnings of the War" is his method of presenting a compact, intelligent resumé of public documents through the use of modified quotations woven into a running narrative of events. The importance of state documents requires that they may be more widely disseminated and better understood by a larger body of intelligent citizens, and Mr. Stowell, an authority on international law, aims to bring this about by popularizing these documents.

The Bryce Report on Alleged German Atrocities is apparently to take its place as one of the historical documents of permanent value bearing on the European war. The committee of distinguished men under whose supervision the investigation was conducted and the results brought together is a guarantee of the accuracy and reliability of the statements set forth. There has been crying need for a presentation of the facts that could be regarded as truthful and complete, which need in the opinion of unbiased judges the Bryce Commission has well met. The report has been published in permanent form at ten cents a copy.

Leonid Andreyev's play, "The Sorrows of Belgium," is scheduled for publication within a few weeks. It is written in six scenes, and is said to be the most powerful presentation of the horrors of war yet issued. It deals particularly with the invasion of Belgium and its devastation, introducing in the course of its action characters undoubtedly intended to be Maeterlinck and King Albert.

Katrina Trask's peace play, "In the Vanguard," which has been read many times by clergymen and by platform speakers, is being produced this week in Buffalo by a stock company. The production was undertaken at the request of men and women interested in the establishment of world-wide peace, and is but another recognition of the merit of Mrs. Trask's work, which has been pronounced by critics to be the most powerful plea for peace ever penned.

A volume entitled "An Eye Witness's Narrative of the War" will be published immediately. It is described as a commentary on the operations and achievements of the British Expeditionary Force.

"Submarine Vessels" is the title of a new book by W. E. Donnett. Beside

submarine vessels, it deals with mines, torpedoes, guns, steering, propelling and navigating apparatus, and provides notes on submarine, offensive and defensive tactics, and such like in the present war. The volume contains 21 illustrations and sixteen full-page plates.

Sir Gilbert Parker's book, "The World in the Crucible," is virtually a handbook of the war, condensing in four hundred pages an exhaustive history of the causes of the conflict, a masterly analysis of all official documents bearing on the controversies raised by the war, and a most interesting survey of events following the invasion of Belgium.

Sir Gilbert, by reason of his many fine novels, occupies a foremost position among present-day authors, and this war book enhances that reputation, being a scholarly review of facts identified with the cataclysm in Europe.

On the assumption that a national temper that is opposed to universal human progress and can only find suitable vent in Macchiavellian diplomacy and barbarous warfare, M. D. Petre has written "Reflections of a non-Combatant" as an indictment of the temper that lies behind such policies, whether found among Germans or others.

The story of a member of the New Army, how he drove his own car in the service of King and country, set off for the front, and what happened to prevent his getting there, is told in "The Cup of War," by the author of "Especially" and "Wayside Lamps."

"Best Stories of the European War," is a collection of stories gleaned from soldiers' letters and other sources, revealing the grimly-humorous and tragic side-lights of the war.

Among the changes noticed by Charles Tower in his book, "Changing Germany," as the result of specialization in Germany is the narrowing down of thought to special departments:—"A leading German professor like Haeckel may deny the whole theory on which German State religion is based; professors may be monotheist, atheist, indeed what they will; that is their job; but if Pfarrer Jatho, a man who in the scheme of things is paid to preach, maintain, support a State religion, dares to use his brain to gnaw at its narrow bonds, he is cast out into the outer darkness, not because he is a free-thinker, but because he is not doing his specific job. Bis-

mark, Moltke, Stein, and others would, I think, be almost impossible in modern Germany, because, like Goethe, they insisted on thinking outside their provinces. Thought, therefore, has been left to a special class, and to all the rest execution for so many hours a day of the business laid upon them by the State. There has resulted a lack of constructive criticism, and therefore, also a lack of constructive religious feeling as well as of constructive morality."

"Changing Germany" will help to correct some false impressions about the German people and lead to a better understanding of the internal conditions created by the war.

"Nietzsche—His Life and Work," is the title of a book by M. A. Mügge which has just appeared.

Renè Mulan's new book, "The Undying Race," is a narrative of Attila and the Huns.

A new book entitled "Friendly Russia," has an introduction by H. G. wells.

Professor John Dewey of Columbia University has written "German Philosophy and Politics," which has just been published. It shows how German thought took shape in the struggle for German nationality against the Napoleonic menace, and how profoundly that crisis affected the philosophy of morals, of the state, and of history which has since that time penetrated into the common consciousness of Germany.

Having in mind the sensation created by Dr. Armgaard Karl Graves' previous book, "Secrets of the German War Office," special interest attaches to his latest book, "The Secrets of the House of Hohenzollern."

Several volumes will be contained in a general sketch of the European war by Hilaire Belloc. No. 1, entitled "The First Phase," has just appeared. Mr. Belloc is being referred to as the foremost military critic in Great Britain today, his articles being endorsed by the War Office and read eagerly by officers in the trenches and others vitally interested.



Picton, Ontario.—A. E. Bowerman succeeds Mastin & Morgan in the book and stationery business.

M. Kemenstein, formerly of 394 Hudson street, New York, has moved to Prospect and Pearl streets, Brooklyn.

Canadian Books and Authors

Something About New and Forthcoming Books—A Review of Canadian Historical Publications.

A New Habitant Tale.

There is some fine descriptive work in J. E. Le Rossignol's habitant tale, "Jean Baptiste," and interesting sketches of the habitant in his daily life. It is a tale of strenuous action, but the hero does a lot of philosophizing which will interest some readers and cause others to do some "skipping."

Basil King, author of "The Inner Shrine" and "The Letter of the Contract," is at present busy writing a new novel. As soon as this is finished Mr. King will sail for England where he intends spending the summer.

A biography of Lord Strathcona, by Rev. J. W. Pedley, with an introduction by Sir John Willison, has just been published.

Descriptions of the Banff and Algonquin Canadian National Parks are included in Edward Frank Allan's volume entitled "Guide to the National Parks of America." It is an interesting cloth bound volume published at \$1.

In connection with the appearance of "Anne of the Island," by the Canadian writer, L. M. Montgomery, it is interesting to observe that the first of the Anne books, "Anne of Green Gables," is now in its 310,000, while the sequel, "Anne of Avonlea," has run into well over 100,000.

Lieutenant Harwood Steele, author of the remarkable and popular book of naval verse, "Cleared for Action," has arrived in England from Canada. He is now acting as aide-de-camp to his father, Major-General S. Banfield Steele, C.B., M.V.O., who is the officer commanding the 2nd Canadian Division of Overseas Forces.—Publishers' Circular.

Mrs. A. E. Taylor, winner of the \$5,000 Canadian prize in Hodder & Stoughton's All-British prize novel competition with her novel, "The Land of the Scarlet Leaf," has been a resident of Canada since 1903, when her husband was appointed to a professorship in McGill University.

"I began my prize novel in Montreal, where most of the conversations between the English and Canadian servants were written—while the phraseology and incidents which suggested the talk were quite fresh in my mind. Domestic service in Montreal is often varied by different nationalities meeting in the same kitchen; the attitude of these to each other interested me, so that I was moved to try and write about it. The Canadian

talk or brogue I heard daily from my maids—and others of their position—both in Montreal and the country. The Chinaman was drawn from life.

"The scenes on Mount Royal are given from an unfading remembrance of its splendor at all seasons of the year."

Mrs. Ruth Kedsie Wood, author of tourists books on California, Russia, Spain and Portugal, is adding one on the Maritime Provinces, which covers the most interesting points in New



"HOPEWELL ROCKS,"

An illustration from "The Tourists' Maritime Provinces."

Brunswick, Nova Scotia and Prince Edward Island. There are also chapters on the Gaspé Shore, Newfoundland, Labrador and the Miquelon Islands. Mrs. Wood was recently made a Fellow of the Royal Geographical Society.

"The Battle of Glory Canada," is the name of an important new war book shortly to be published. It is compiled by A. B. Tucker, and its publication is authorized by the Canadian High Commissioner, Sir Geo. Perley. It gives a full account of the Canadians in the various actions in Flanders with a special chapter devoted to the Princess Patricias, who were not engaged at Ypres. The volume comprises 192 pages.

"Wild Flowers of the North American Mountains" is the title of a new book about to be issued, being the work of Julia W. Henshaw, F.R.G.S., of Vancouver, B.C. Mrs. Henshaw is well known in the literary world, and is prominent socially in the metropolitan centres of Canada.

Another public library which has established a free music circulating department is the Regina Public Library, as indicated by the following letter from J. R. Honeyman, the chief librarian of that institution: "In the June number of your publication the statement is made that the first free circulating library of musical compositions in Canada will be opened in Toronto this summer at the public library. I beg to point out for your information that this statement is not correct, as a free music circulating department has been in successful operation in this library for over a year."

Sir Gilbert Parker, Bart., whose elevation to a baronetcy was recorded in the last issue, is prominent in the book world just now by reason of his book "The World in the Crucible," referred to elsewhere in this issue, and by reason of the coming in September of his new novel, "The Money Master," the first he has written since he wrote "The Judgment House."

R. J. C. Stead, the well-known Calgary novelist, has just completed his latest book, which will probably appear under the title of "The Homesteaders," and has sent copies to his publishers at Toronto and London. The Toronto publisher has written him stating that in his opinion the present work is even better than his last novel, "The Bail Jumper," well known to Calgary fiction lovers. While no word has yet been received from the London publisher, it is probable that the book will come out in the fall.—Calgary News-Telegram.



AN AID TO THE BLIND.

Washington, July 1.—By agreement between the United States and England, effective to-day, postage rates on reading material for the blind exchanged between the two countries were substantially reduced.

The Postoffice Department announce that a flat rate of 10 cents would be charged for packages weighing from 18 to 96 ounces. The old rate of one cent for each two ounces is continued for packages under 18 ounces. The weight limit is increased from four and one-half to six pounds.



LOOSE-LEAF DEMAND GROWING.

Recognizing the growing importance of loose-leaf ledgers, price books and memo books, the Copp, Clark Co. have gone extensively into this branch of the trade by putting in popular selling numbers of the Boorum & Pease line, and a special catalogue is being prepared for the Canadian trade.

Monthly Record of New Books

PUBLISHED BY FIRMS ESTABLISHED IN CANADA.

WITH a view to saving valuable space and at the same time preserving the alphabetical arrangement of book titles so essential for ready reference, numbers are used to indicate the respective publishers' names. The following are the numbers used and the respective publishing firms to which they refer:

- 1.—William Briggs.
- 2.—Cassell & Co.
- 3.—The Copp, Clark Co.
- 4.—J. M. Dent & Sons.
- 5.—S. B. Gundy.
- 6.—Hodder & Stoughton, Limited.
- 7.—Thomas Langton.
- 8.—The Macmillan Co.
- 9.—McClelland, Goodchild & Stewart.
- 10.—McLeod & Allen.
- 11.—Mussion Book Co.
- 12.—Thos. Nelson & Sons.

Fiction.

- Alice and a Family.** By St. John G. Ervine. (8) \$1.25.
- Auction Mart, The.** Sydney Tremayne. (5) Cloth, \$1.25.
- Barbara's Marriages.** By Maud Radford Warren. (11) Cloth, \$1.50.
- Bealby.** By H. G. Wells. (8) Cloth, \$1.25.
- Exploits of Elaine, The.** Arthur B. Reeve. (9) Cloth, 50c.
- Far Country, A.** By Winston Churchill. (8) \$1.50.
- Fidelity.** By Susan Glaspell. (9) Cloth, \$1.35.
- Gates of Doom, The.** Rafael Sabatini. (9) Cloth, \$1.25.
- Getting a Wrong Start.** Anonymous. (8) \$1.
- Great Hazard, The.** Silas K. Hocking. (9) Cloth, \$1.25.
- Grocer Greatheart.** Arthur H. Adams. (5) Cloth, \$1.25.
- Hand of Peril, The.** Arthur Stringer. (8) \$1.25.
- Harbor, The.** By Ernest Poole. (8) Cloth, \$1.25.
- Indiscreet Letter, The.** By Eleanor Hallowell Abbott. (3) 50c.
- In Exchange for Love.** By Charles Garvice. (6) Cloth, \$1.25.
- Invisible Event.** By J. D. Beresford. (11) Cloth, \$1.50.
- It Pays to Advertise.** By Megrue and Hackett. (3) Cloth, \$1.25.
- Jaffery.** W. J. Locke. (5) Cloth, \$1.35.
- Jealous Goddess, The.** Madge Mears. (5) Cloth, 1.25.
- Lady Passenger, The.** By A. W. Marchmont. (6) Cloth, \$1.25.
- Loneliness.** By Robert Hugh Benson. (9) Cloth, \$1.25.

- Love-Birds in the Coco-Nuts.** Peter Blundell. (5) Cloth, \$1.25.
- Mary Moreland.** By Marie Van Vorst. (9) Cloth, \$1.35.
- Merry Andrews.** Keble Howard. (5) Cloth, \$1.25.
- Millionaire, The.** Michael Artaebashel. (5) Cloth, \$1.25.
- Mrs. Martin's Man.** By St. John G. Ervine. (8) Cloth, \$1.25.
- Runaway June.** By George Randolph and Lillian Chester. (9) Cloth, 50c.
- Scarlet Plague, The.** By Jack London. (8) \$1.
- Seventh Post Card, The.** Flowerdew. (9) Cloth, \$1.25.
- Victory.** By Joseph Conrad. (3) Cloth,

Non-Fiction.

- Abbas II.** Earl of Cromer. (8) 75c.
- A. B. C. of Electricity.** Meadowcroft. (11) Cloth, 50c.
- A. B. C. of Union Jack.** Cecil H. Crofts. Boards, 15c.
- Armageddon.** Stephen Phillips. (5) Drama. Cloth, 75c.
- American Opinions of the War,** 60. Various. (5) Cloth, 35c.
- Changing Germany.** Charles Tower. (5) History. Cloth, \$2.50.
- Cloister, Aplay, The.** Emile Nerhaeren. (5) Drama. Boards, 60c.
- Englishman's Recollections of Egypt,** An. Baron de Knsel. (5) History, Cloth, \$3.50.
- General Sketch of the European War, First Phase.** Hilaire Belloc. History. Cloth, 35c.
- Great War, Second Phase, The.** Frank H. Simonds. (5) History. Cloth, \$1.25.
- History of the War.** Vol. 4. John Buchan. (12) History. Cloth, 35c.
- Hugh: Memoirs of a Brother.** A. C. Benson. (3) Biography. Cloth, \$1.50.
- Island, The.** Richard Whiteing. (12) Travel. Cloth, 35c.
- Lovers, The Free Woman.** Maurice Donnay. (5) Cloth, \$1.50.
- My Shrubs.** Eden Phillpotts. (5) Horticulture. Cloth, \$3.
- Official Crises of Royal Navy.** Ppr. folder, 35c.
- Rabindranath Tagore: A Biographical Sketch.** Ernest Rhys. (8) \$1.00.
- Report of the Alleged German Atrocities.** Viscount Bryce. (8) 10c.
- Russia and the World.** Stephen Graham. (8) \$2.00.
- Secrets of the Hohenzollerns, The.** Armgaard Karl Graves. (9) Cloth, \$1.50.
- Short History of Belgium and Holland,** A. Alexander Young. History. Cloth, \$1.50.

- Stefan Zweig.** Emile Nerhaeren. (5). Boards, \$1.75.
- Union Jack, The.** F. J. Johnston-Smith. (11) Paper, 15c.
- World in the Crucible, The.** Sir Gilbert Parker. (9) Cloth, \$1.50.



BOOKS RECEIVED.

- Steam Boilers and Combustions,** by John Beatty. London: Scott, Greenwood & Sons. Cloth, 4 shillings net.
- Love in War Time,** by Ambrose Clark. London: T. Werner Laurie.
- A Tale of the South Seas.**

- A Man From the Past,** by Stanley Portal Hyatt. London: T. Werner Laurie. Overseas edition, paper.

A new tale by the author of "Black Sheep."

- The Psychology of the Kaiser,** by Morton French. London: T. Fisher Unwin. Cloth, 2s. 6d.

This book deals with the Kaiser's Divine right delusion; his monomanias in regard to the German autocracy and the army; his supreme sentiment of self regard and his violent antipathy to the Social Democratic Party which amounts to an obsession.



A POWERFUL SERMON.

"Brudders and sistahs," said the old colored preacher, "I'se gwine to preach a pawahful sermon dis maunin.' I'se gwine to define de undefinable, I'se gwine to explain de unexplainable, an' I'se gwine to unscrew de unscrutable."



WHAT HE SHOULD DO.

The man who does not advertise simply because his grandfather did not, should wear knee breeches, silk stockings and a wig.

The man who does not advertise because it costs money should quit paying salary for the same reason.

The man who does not advertise because he doesn't know how to write an advertisement should quit eating because he can't cook.

The man who does not advertise because somebody said it did not pay, should not believe the world is round because the ancients said it was flat.



The business of W. Hawthorne & Co., Cornwall, Ont., is being wound up, Mr. Hawthorne having been killed in action in Flanders.

New Goods Described and Illustrated

PENCIL VENDING MACHINE.

A new-comer of vital interest to stationers is a pencil vending machine. It displays the pencils in plain view of everybody, yet secure from theft behind the glass front of the vender, and in each sale thus effected time is saved that would in the ordinary way be spent in waiting upon the customer.

This pencil vender could be placed outside the store, or better still, arrangements could be made to have one set up in one of the principal hotels. It is safe to say that the sales that would be created by the novelty of operating the machine alone, would soon make the vending machine pay for itself.



A HANDY RECEPTACLE.

As about everything not needed in the modern office gets thrown into the waste basket there has grown up a demand for a receptacle for all junk that, while handsome in appearance, will be iron clad and fireproof. Such an article is now on the market. This "basket" is



handsomely finished in mahogany striping, it is as much of an ornament as it is a receptacle, and protects property by discouraging fires at the start. A flame in this basket is as safe as in the fire place not even the appearance is harmed, for the finish is baked on at a temperature of 275 degrees, a heat higher than that of any accidental blaze.



SWEET GRASS BASKETS OF PINS.

The trade is familiar with the foreign made pin cubes which have such an extensive sale in practically every notion department. These glass-headed pins are

put up very attractively in a number of different forms besides cubes; these include glass tubes, fancy baskets, etc.

For many years this class of goods has been made almost exclusively in Europe; the difficulty experienced in obtaining them in sufficient quantities, however, suggested to American manufacturers the possibility of making them in this country, and many attractive articles have been the result. The basket is beautifully made, and even without its complement of pins would make a pretty keepsake or souvenir.



NEW FLAG HOLDER.

Among the new items just introduced by the Copp, Clark Co. is a flag hold, being a base with holes, whereby thirteen flags can be most effectively displayed by inserting the sticks in these holes. These flag holders are good for counter display, and also in windows.



RENEWABLE STAMP PAD.

Something decidedly new in stamp pads is the "Clarke Pad," which the inventor succeeded in perfecting after five years' effort. The need for such a pad was impressed upon him in his work as a bank clerk, and various schemes were tried out to evolve a pad with a renewal surface before he hit upon the one now being marketed.

The pad has a removable base-plate, by which the inked portion of the pad can be removed and a layer of the surface cloth removed when it shows wear. When replaced, the pad is just like a new one, and this operation may be repeated six times, when a refill of six surface cloths and felt pad is necessary. Thus the article may be styled a "six-in-one" pad. The metal case is particularly strong, and this will help its sale. It is all the more interesting for sales effort on the part of stationers by reason that it will mean subsequent sales of refills.

This pad is made by the Clarke Products Company, of Toronto.

While a big demand is anticipated, the company is not losing sight of the fact that there will still be a demand for the old-style rubber stamp pads, and

they will manufacture these as well as other rubber stamp requisites, thus adding a new enterprise to Canada's coterie of stationery specialty manufacturers.



CADO LINE-DATER.

The Cado line-dater, as illustrated here, is now being introduced to the



Illustration is reproduction through courtesy of Buntin, Gillies & Co.

Canadian trade. It is self-inking and substantially constructed of metal, working smoothly without friction.



A splendid little toy recalls the old cotton carrying side-wheelers that plied the Mississippi in the days when these queer, yet quaint, craft were the last word in aquatorial architecture. This little toy is a real Mississippi side-wheeler, the paddle wheels of which are set in motion by elastic band power. A ten-cent boat made along the same lines has but one paddle wheel, and that placed at the stern of the boat.

WELDON ROBERTS RUBBER ERASERS



SCHOOL ERASERS of all kinds and sizes.

Send for samples.

All styles of Erasers for Office, Library, Architect,
Artist and the Home.



WELDON ROBERTS RUBBER CO. OFFICE & WORKS NEWARK, N.J. U.S.A.

CANADIANIZE YOUR BUYING

Did you know that Rubber Stamp Inking Pads were now being manufactured in Canada?

Have you ordered and do you know the excellency of our line?

In it you will find embodied every good feature known to the stamp pad industry—material and workmanship the best procurable—the ink absolutely unadulterated—guaranteed to give perfect satisfaction or money back.

We invite comparison with foreign-made pads as to quality, service, cost, etc.

CANADIANIZE YOUR BUYING—we'll appreciate your business.

Write TO-DAY for descriptive matter and price list—file it for reference—and don't forget, we are

the **ONLY STAMP PAD MANUFACTURERS IN CANADA.**



CLARKE PRODUCTS

LIMITED

1826 Dundas St. ∴ Toronto

Eagle ORLOFF Pencils

Retail Price 5c. each



Packed One Dozen in Pull-Off Box—Half Gross in a Carton, Hexagon Shape, Yellow Polish, Gilt Stamp. Accurately graded in NINE DEGREES: 2B B HB F H 2H 3H 4H 6H

These pencils contain the purest and best Graphite, and are specially adapted for DRAUGHTSMEN, ARCHITECTS, LITHOGRAPHERS, BOOKKEEPERS and MERCHANTS.

EAGLE PENCIL COMPANY, 377 Broadway, New York



PARCHEESI

1 doz. to 6 doz. - - \$5.50 per doz.

6 doz. or over - - - \$5.00 per doz.

MANUFACTURED BY

SELCHOW AND RIGHTER CO.

620 Broadway, New York

SOUVENIRS AND NOVELTIES

We manufacture a big line for the ten-twenty-five cent stores as well as for the department stores and the general stores, including Clocks, Ink Well Sets, Smokers' Sets, Pipe and Tie Racks, Etc., made in Rustic, Mission and of Rosewood.

**TOBYHANNA SOUVENIR & NOVELTY MFG. CO.,
TOBYHANNA, PA.**

LOCAL VIEWS

441 BROADWAY, NEW YORK.

Postcards printed to order from 100 up. Your Building, Interior, Street Scenes, Churches, Factories, etc. 500% Profit. Write particulars, free samples. SPECIAL:—1000 Comics, Lovers, Mottoes, Birthday, Best Wishes, \$3.50, carriage charges prepaid. Agents wanted.

LOCAL VIEWS

Small Patterns in Wallpapers for 1916

Black and Whites Will Continue in Favor—Battleship Grey Will Be Strong—Generally Shades Will Be Unconspicuous—Special Embossed Effects.

IF there is any outstanding design in colors of wallpapers which is going to be fashionable for 1916, it is battleship grey. This obviously is the influence of the war on drapery and decorative styles and grey probably will have a very good run in this country. Manufacturers are banking on this color to a very large extent. Many pretty designs may be seen; grey is the same as putty cloth in color and is produced in a sort of overprint style or shadow cloth effect. It is a particularly good color for parlor use.

So far as styles are concerned there is little new except that the small pattern rather than the big one is coming into vogue for next year. This is a small pattern, chiefly flowerets, or some little ornamentation which completely covers the wallpaper. The colorings are all very light and with the exception of black and white will have a fairly good run, as in all periods of war, the colors for next year will not be pronounced; thus pale blues, pale greens and pinks, anything inconspicuous and quiet will be the thing for wallpaper during 1916.

With regard to black and white wallpaper these are already fashionable and a greater vogue is promised for next year. Several styles of these new specialties are shown; some of them have an attractive colored border of flowers which gives a somewhat bizarre effect. The colors in the case of the black and white body are rather more pronounced. What we have said with regard to quiet colors does not apply to the border but they are about the only exception.

A paper of quite moderate cost will consist of an array of floral and foliage designs, tapestries conventional pattern, with a border or ribbon effect. It will have considerable vogue in all sorts of widths and thicknesses. As for gilt papers these are quite as attractive as usual. There is a plethora of conventional and floral patterns and this is specially designed for the inclusion of gold in the colors. There are striped wallpapers which have "ready-cut" borders dealing with fruit and flowers and one very nice design consists of rosebuds amidst a cluster of foliage, which is shown over a stripe having a beading of gold. There are some quaint designs on fancy background which would be suitable for halls, and large rooms—bedrooms and dining rooms, for instance. One of the cuts which we re-



This is a view of a dainty-looking corner made up from the new Staunton line of wallpapers for 1916, consisting of upper hanging, ready-cut border and lower hanging.

produce here will corroborate more plainly possibly, what we have to say in this regard.

Embossed Papers.

So far as embossed papers are concerned there are a good many high-class stripes and monotone designs in lighter tones. These have the "ready-cut" border and trimmer. In fact quite a lot of them are made by the "intaglio" rotogravure process which retains the impression of the embossing rollers after the goods have been hung. Some silk embossed papers are featured, too, in all fashionable shades—and in this connection we urge the importance of light colored papers—some of which have an outline of gold in the pattern, while others have floral borders in contrasting but not loud tones.

For a quiet but effective line the oatmeal paper is still going to be fashionable. Conforming at last to the idea of people who want something fairly plain yet something better than the ordinary kalsomine decoration are some wallpapers arranged in

textile effects. Suede and other fabrics are designed and an array of artistic shades is shown. A handsome wood-grain effect on this oatmeal paper will suit the quiet and conservative taste. Surmounting it is a ready-cut frieze suitable for panelling treatment.

Greens Next to Greys.

To go back for one minute to the question of colors, if there is one more than another which will have vogue, apart from the battleship grey it is dark green and some very effective designs in this and in small flowerets and fruit arrangements are displayed. These are suitable for morning rooms or intended for bedrooms, particularly if the pattern—in the latter case—is fairly small.



The more knowledge there is in existence concerning the basis of granting credit and the handling of credit, the better for the business community, and the place to first commence an inculcation of credit knowledge is in our educational institutions.

There is a big demand for novelties these days. They are a stimulus to buying; they coax trade. But they must be displayed to be sold. Try some novel way for displaying them and the otherwise unresponsive public may succumb to the double novelty.

Fine Inks and Adhesives

FOR THOSE WHO KNOW



Higgins'

Drawing Inks
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board Paste
Liquid Paste
Office Paste
Vegetable Glue, etc.

Are the finest and best Inks and Adhesives

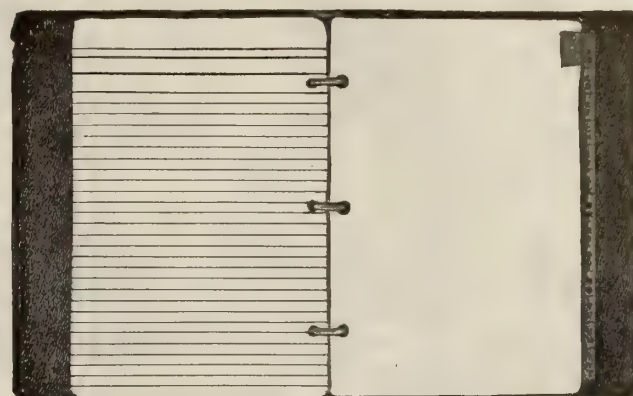
These manufacturers have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

CHAS. M. HIGGINS & CO., Mfrs.

Branches:
Chicago, London



271 Ninth St.
BROOKLYN, N.Y.



These Popular Priced Loose Leaf Price Books

Sell Quickly

Ever notice how the cost of the average loose leaf price book frightens away many sales? Even though you explain that the cover can be kept for a long time and the filler replenished at will, the first cost seems to stick in their throat.

It was just to help you turn these opportunities into sales and satisfied customers we made up the Universal Line of price books in three important sizes.

The books are highly attractive and well bound. They come in $6\frac{3}{4} \times 3\frac{3}{4}$, $8\frac{1}{2} \times 5\frac{1}{2}$, $11 \times 8\frac{1}{2}$. Fillers in four different styles of ruling, faint, faint four columns, dollars and cents, and quadrille. All are supplied with linen tab indexes.

A window display with attractive cards would be just the thing to start them moving quickly in your store. Write to-day for trial order and start planning an attractive window display.

Boorum & Pease Loose Leaf Book Co.

Makers of

"STANDARD" LOOSE LEAF DEVICES

MAIN OFFICE: Hudson Ave. and Front St., Brooklyn, N.Y.
FACTORIES: Brooklyn, N.Y.; St. Louis, Mo.
SALESROOMS:

109-111 Leonard St., New York.
Republic Bldg., Chicago, Ill.
220 Devonshire St., Boston, Mass.
4000 Laclede Ave., St. Louis, Mo.

SHEET MUSIC AND MUSIC BOOKS OF THE BETTER CLASS

We are sole representatives in Canada of the leading English music publishers and carry a very complete stock of standard publications for educational and general use.

NEW SONGS, PIANO MUSIC, VIOLIN and ORGAN MUSIC, ANTHEMS and CHORUSES in great variety. Liberal discounts to the trade.

ANGLO-CANADIAN MUSIC PUBLISHERS ASSOCIATION, Ltd.

ASHDOWN'S MUSIC STORE

144 Victoria Street, TORONTO



Registered

Before buying a fresh stock of pens, get samples and prices of the famous

"Rob Roy" Pen

the popular and quick-selling pen.

It is made of fine steel, writes easily and smoothly and suits almost any hand. "Rob Roy" Pens are made in one of the best equipped factories in Birmingham, Eng.—the home of the pen-making industry.

Manufactured by the proprietors:

Hinks, Wells & Co., Birmingham, Eng.



Animal A.B.C. Toy Blocks

Most attractive sellers now on the market. Made up in boxes $6\frac{1}{2} \times 10\frac{1}{2}$ and $8\frac{1}{2} \times 14$. Each set is composed of 24 blocks of light wood covered on both sides with high-grade, 5 colors, lithographed pictures of gripping interest to the juvenile mind.

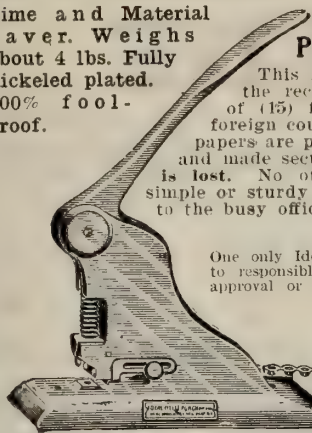
Write for prices and particulars.

FULTON SPECIALITY CO.

128 FULTON STREET . . ELIZABETH, N.J., U.S.A.



Time and Material Saver. Weighs about 4 lbs. Fully nickeled plated. 100% fool-proof.



IDEAL SELF-FEEDING AUTOMATIC PORTABLE EYELETTING MACHINE.

This new machine has a "Trough Magazine" for the reception of Ideal Eyelets formed into strips of (15) fifteen (patented in the United States and foreign countries.) With but one stroke of the handle papers are perforated, eyelets are automatically inserted and made secure, without a miss or a skip, **not an eyelet is lost.** No other portable device as efficient, none so simple or sturdy of construction as the Ideal. A real boon to the busy office.

FREE TRIAL

One only Ideal Automatic Self-Feeding Eyeletting Machine sent to responsible dealers on 30 days' trial. It must meet fullest approval or may be returned for credit. Price and trade discount from sole Mfrs. and owners.

IDEAL SPECIALTIES MFG. CORP.
552 PEARL STREET
NEW YORK, U.S.A.

Improved Superior Paper Fasteners

Improved, August, 1914.

SUPERIOR They are superior (APPROPRIATELY NAMED) to all others.

Improved Superior Paper Fasteners have double prongs, two (2) piercing points tend to prevent papers from twisting.

Improved Superior Paper Fasteners have closed prong housings which protect fingers from being lacerated; this is not so with the open sleeve kind.

Recent Improvements (i.e.) deeper double prongs and prong housings and the new chamfered edges, each an added efficiency, have made the Improved Superior Paper Fasteners Fit the paper. They are by far the peer of all others.

ACTUAL SIZE

NO. 0

NO. 1

NO. 2

NO. 3

NO. 4

NO. 5

NO. 6

NO. 7

NO. 8

NO. 9

NO. 10

NO. 11

NO. 12

NO. 13

NO. 14

NO. 15

NO. 16

NO. 17

NO. 18

NO. 19

NO. 20

NO. 21

NO. 22

NO. 23

NO. 24

NO. 25

NO. 26

NO. 27

NO. 28

NO. 29

NO. 30

NO. 31

NO. 32

NO. 33

NO. 34

NO. 35

NO. 36

NO. 37

NO. 38

NO. 39

NO. 40

NO. 41

NO. 42

NO. 43

NO. 44

NO. 45

NO. 46

NO. 47

NO. 48

NO. 49

NO. 50

NO. 51

NO. 52

NO. 53

NO. 54

NO. 55

NO. 56

NO. 57

NO. 58

NO. 59

NO. 60

NO. 61

NO. 62

NO. 63

NO. 64

NO. 65

NO. 66

NO. 67

NO. 68

NO. 69

NO. 70

NO. 71

NO. 72

NO. 73

NO. 74

NO. 75

NO. 76

NO. 77

NO. 78

NO. 79

NO. 80

NO. 81

NO. 82

NO. 83

NO. 84

NO. 85

NO. 86

NO. 87

NO. 88

NO. 89

NO. 90

SEE THOSE PRONGS?

TRADE MARK

WHEN we announce that the "Van Dyke" Is the Best pencil we have produced, every stationer knows that it must be one of exceptional merit.

Fifty years of experience, coupled with the best efforts of our chemical laboratory in the conduct of varied and prolonged experiments to provide what is essential in a lead we would call "our best," have resulted in the "Van Dyke."

Absolute smoothness, an unvarying texture and a wear-resisting durability—elements so necessary in the ideal drawing lead, have been developed to an unusual extent, and the "Van Dyke" will more than satisfy the most critical of professional and technical users.

No. 600 "Van Dyke" is Hexagon Shape, Yellow Polish, with lead in the following degrees: 6B, 5B, 4B, 3B, 2B, B, HB, F, H, 2H, 3H, 4H, 5H, 6H, 7H. *Quality and Accuracy of Degree of Lead Guaranteed.*

We shall be glad to submit samples and interesting prices to the trade upon request.

EBERHARD FABER

NEW YORK

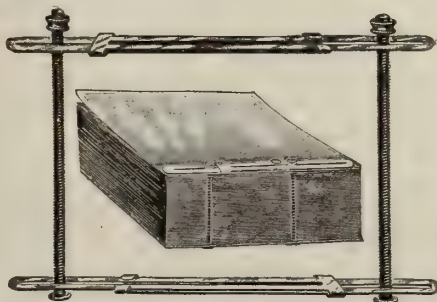
Made in America by
The Oldest Lead Pencil Factory in America

HOW DO YOU SHELVES YOUR LOOSE LEAF RECORDS?

In Bundles? In Bookform?

Any office boy can do the latter by using the

"F-B" Loose Leaf Holder



Pat. May 13, 1913

Practical and low priced.

Adjustable to fit any size of paper.

Independent of the location of punchholes.

Send for prices and particulars.

ROCKHILL & VIETOR, Sole Agents, Dep't "F-B"
(Branch: 180 N. Market St., Chicago) 22 Cliff St., New York

PHYSICAL CULTURE



PHYSICAL CULTURE

The Leading Publication of its kind.

Edited by John Brennan.

On sale the 21st of each month from your News Company. Fully returnable within 60 days. Give it a display. Call your customers' attention to it and they will not want to be without it.

Advertising matter furnished on request.

PUBLISHED BY

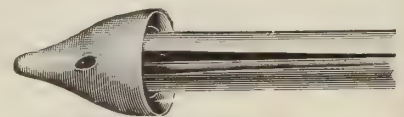
PHYSICAL CULTURE PUBLISHING CO.

FLAT IRON BUILDING

NEW YORK

PARAGON PEN BRUSH

No. 80



Paragon Rubber Fountain Marking Pen is the best Marking Pen or Brush ever invented for making card board signs and marking cartons and shipping packages, and for School Work.

The principal feature is the uniform mark. No different line or mark can be made.

Retails for 10 cents. Can be ordered through any Canadian jobber.

Manufactured by

FRANK A. WEEKS MFG. CO.

93 John Street, New York.

Manufacturers of

Paragon Slide Cover Inkstands, and other Specialties.

BUYERS' GUIDE



**MADE
IN
CANADA**

ADDING MACHINE ROLLS

More profit for the dealer.
Write us for samples and prices.

MONARCH PAPER CO., Limited
Manufacturers 419 King St. W., Toronto



**2 TOYS
IN 1**

THE NEW SONOPHONE

A real brass horn and musical instrument combined. Every child can blow a horn, then play the musical instrument.

A BIG SELLER THIS YEAR.

Sonophone Co., 338 Broadway, N.Y.

L. G. BEEBE, Canadian Representative,
53 Yonge Street, Toronto

**LOOSE-LEAF
METALS**

De Luxe Line Metals are used in every civilized country in the world. We make all kinds. Write for Catalogue No. 32.

WILSON-JONES LOOSE LEAF CO.
CHICAGO NEW YORK

Wycil & Company
85 Fulton Street, New York City

carry a large stock of

**German, French, Spanish
and Italian Grammars**

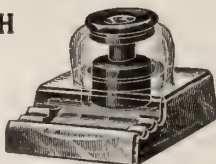
of the

Gaspey-Otto-Sauer Series
Liberal Discounts to the Trade

THE SENGBUSCH SELF-CLOSING INKSTAND

Appreciated and used wherever economy, cleanliness and good work are desired. Thousands in daily use everywhere. Unexcelled for business or home use. Sell quickly. Good returns. Write to-day.

Sengbusch Self-Closing Inkstand Co.
200 Stroh Building Milwaukee, Wis.



ART SUPPLIES.

Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.

BLOTTING PAPERS.

The Albemarle Paper Co., Richmond, Va.
John Dickinson & Co., Montreal.
Dawson & Sons, W. V., Montreal.

BLANK BOOKS.

Boorum & Pease Co., Brooklyn, N.Y.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
National Blank Book Co., Holyoke, Mass.
The Copp, Clark Co., Toronto.

CHRISTMAS AND PICTURE POST CARDS.

Dow & Lester, Foresters Hall Place, Clerkenwell Rd., London, E.C.
Alfred Guggenheim, 529 Broadway, N.Y.
Birn Bros., 266 King St. W., Toronto.
Menzies & Co., Toronto.
Packard Bros., 329 Craig St. W., Montreal, Que.
Valentine & Sons, Toronto and Montreal.
T. J. Wright & Sons, Ltd., Blackhorse Lane, Walthamstow, London.
Samuel A. C. Todd, 26 Bothwell St., Glasgow, Scotland
Raphael Tuck & Sons Co., Ltd., 9 St. Antoine Street, Montreal.

CODE BOOKS.

The American Code Co., 83 Nassau St., New York.

CRAYONS.

American Crayon Co., Sandusky, Ohio.
Binney & Smith, New York.

EMBOSSING.

Standard Embossing Co., 36-38 Lombard St., Toronto

ENVELOPES.

Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.

FANCY PAPERS, TISSUES AND BOXES.

Dennison Mfg. Co., Boston.
Menzies & Co., Toronto.
A. R. MacDougall & Co., 266 King St. W., Toronto.

FOUNTAIN PENS.

Arthur A. Waterman Co., Ltd., New York.
Mable, Todd & Co., Toronto.
Sanford & Bennett Co., 51-53 Maiden Lane, New York.
A. R. MacDougall & Co., 266 King St. W., Toronto.
Paul E. Wirt Co., Brown Bros., Ltd., Toronto, Canadian Agents.

INKS, MUCILAGE AND GUMS.

Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Stephens' Inks, Montreal.
S. S. Stafford Co., Toronto.
"Gloy," A. R. MacDougall & Co., 266 King St. W., Toronto.
"Glucine," Menzies & Co., Limited, 439 King St. W., Toronto.

INDELIBLE INK.

Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.
H. C. Stephens, London, Eng.

INKSTANDS.

The Sengbusch Co., Milwaukee.

THE FAULTLESS LINE OF LOOSE LEAF METALS

Most complete line of Ledger, Sectional Post, Solid Post and other Loose Leaf Metals.

On request to-day our Catalog GC and special proposition.

STATIONERS LOOSE LEAF CO.

342 Broadway - Milwaukee, Wis.
203 Broadway - New York City

HOGGSON TIME STAMPS

Time Every Act,
Operation
or Transaction
In Successful Daily
Use Since 1889

PRICE:
\$5.00, \$10.00, \$15.00
GUARANTEED



S. H. HOGGSON & CO.
Thames Building - NEW YORK

Standard Commercial Works

**CANADIAN CUSTOMS TARIFF
HAND BOOK.** Enlarged and revised
to date.Price, \$1.00

MATTE'S INTEREST TABLES at 4
to 10 per cent.Price, \$3.00

MATTE'S INTEREST TABLES at 3
per cent.Price, \$3.00

HUGHES' INTEREST TABLES and
book of days combined, at 3 to 8 per
cent.Price, \$5.00

**HUGHES' SUPPLEMENTARY IN-
TEREST TABLES**Price, \$2.00

HUGHES' INTEREST TABLES at 6
and 7 per cent., on folded card,
Price, \$1.00

**HUGHES' SAVINGS BANK INTER-
EST TABLES**, at 3 or 3½ per cent.,
each on separate card.Price, \$1.00

**BUCHAN'S STERLING EXCHANGE
TABLES**Price, \$4.00

**BUCHAN'S STERLING EQUIVA-
LENTS AND EXCHANGE TABLES.**
Price, \$4.00

BUCHAN'S PAR OF EXCHANGE
(Canadian) Mounted on card. Price, 35c

**THE IMPORTER'S STERLING AD-
VANCE TABLES.** From 5 to 100 per
cent. advancePrice, \$2.00

IMPORT COSTS. A new Advance
TablePrice, \$1.50

THE IMPORTER'S GUIDE. Advance
TablesPrice, 75c.

A complete catalogue of all the above pub-
lications sent free upon application.

Morton, Phillips & Co.

PUBLISHERS

115 Notre Dame St. West . MONTREAL

N.B.—The BROWN BROS., Ltd., Toronto, carry
a full line of our publications.

BUYERS' GUIDE

LEAD AND COPYING PENCILS.

American Pencil Co., New York.
A. R. McDougall & Co., 266 King St. W., Toronto.

LOOSE LEAF BOOKS, BINDERS AND HOLDERS.

The Brown Bros., Ltd., Toronto.
Boorum & Pease Co., Brooklyn.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Copp, Clark Co., Toronto.
National Blank Book Co., Holyoke, Mass.
Smith, Davidson & Wright, Ltd., Vancouver.
Samuel C. Tatum Co., Cincinnati.
W. J. Gage & Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

LEATHER AND FANCY GOODS.

Brown Bros., Ltd., Toronto.
Warwick Bros. & Rutter, Toronto.

MAP PUBLISHERS.

Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

METAL PARTS FOR LOOSE LEAF BINDERS.

Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

NEWS COMPANIES.

Imperial News Co., Montreal, Toronto, Winnipeg.
Toronto News Co.
Montreal News Co.
Winnipeg News Co.

PAPER FASTENERS.

Ideal Specialties Mfg. Corp., 552 Pearl St., New York City.

PAPETERIES AND WRITING PAPERS.

W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Brown Bros., Ltd., Toronto.

Warwick Bros. & Rutter, King St. and Spadina Avenue, Manufacturing Stationers, Toronto.

W. J. Gage & Co., Ltd., Manufacturing Stationers, Toronto.

The Copp, Clark Co., Toronto.

Buntin, Gillies & Co., Hamilton.

Eaton, Crane & Pike, Pittsfield, Mass.

A. R. MacDougall & Co., 266 King St. W., Toronto.

PHOTO MAILERS.

Thompson & Norris, Brooklyn, N.Y.

PLAYING CARDS.

Goodall's English Playing Cards, A. O. Hurst, Scott St., Toronto.

Consolidated Lithographing and Mfg. Co., Ltd., Montreal.

U. S. Playing Card Co., Cincinnati, O.

PICTURE FRAMES.

Matthews Bros., Ltd., 788 Dundas St., Toronto.

PICTURE POST CARDS.

Dow & Lester, Foresters Hall Place, Clerkewell Rd., London, E.C.

Gilbert Post Card Co., 54 W. Lake St., Chicago.

Birn Bros., 266 King St. W., Toronto.

Valentine & Sons Publishing Co., Montreal.

T. J. Wright & Sons, Ltd., Blackhorse Lane, Walthamstow, London.

Raphael Tuck & Sons, Ltd., 9 St. Antoine St., Montreal.

SHEET MUSIC.

Anglo-Canadian Music Pub. Assn., 144 Victoria St., Toronto.

McKinley Music Co., 1501-15 East Fifty-Fifth St., Chicago.

STATIONERS' SUNDRIES.

Brown Bros., Ltd., Wholesale Stationers, Toronto.

The Copp, Clark Co., Wholesale Stationers, Toronto.

W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.

W. J. Gage & Co., Wholesale Stationers, Toronto.

Warwick Bros. & Rutter, Wholesale Stationers, Toronto.

A. R. MacDougall & Co., 266 King St. W., Toronto.

Buntin, Gillies & Co., Hamilton.

STORE FIXTURES.

Oscar Onken Co., 262 Fourth Ave., Cincinnati, Ohio.

STEEL WRITING PENS.

John Heath, 8 St. Bride St., E.C., London, Hinks, Wells & Co., Birmingham, Eng.

Spencerian Pen Co., New York.

Esterbrook Pen Co., Brown Bros., Ltd., Toronto, Canadian Representatives.

A. R. MacDougall & Co., 266 King St. W., Toronto.

STENCIL BOARDS.

The M. J. O'Malley Co., Springfield, Mass.

TALLY CARDS, DANCE PROGRAMMES.

The Chas H. Elliott Co., North Philadelphia, Pa.

The Drysdale Co., Chicago.

Verdier, Ltd., 18 Christopher St., London, E.C.

Warwick Bros. & Rutter, Toronto.

TYPEWRITER RIBBONS AND CARBONS.

Peerless Carbon Co., Toronto.

Mittag & Volger, Park Ridge, N.J.

The A. S. Hustwit Co., Toronto.

I. A. Heale & Co., 96 John St., New York.

TOYS.

Faudels, Limited, Newgate St., London, Eng.

TOY MARBLES.

The M. F. Christensen & Son Co., Akron, Ohio.

Akro Agate Co., Clarksburg, West Va., U.S.A.

WALL PAPERS.

Winnipeg, Ltd., Toronto.

STANDARD COMMERCIAL PUBLICATIONS.
Toronto, Phillips & Co., Montreal.

TOY PROFIT

There is good profit in a line of Toys—besides, it attracts the family trade and that is the kind that pays.

Successful toymen keep posted on trade happenings, new articles, new ideas of salesmanship and window dressing, where to buy stock, etc.

"PLAYTHINGS"

each month has all the news of the toy trade. Subscription price ONE DOLLAR AND FIFTY CENTS a year postpaid.

Subscribe now and join those who are keeping up-to-date and in the swim.

A sample copy free if requested.

**McCREADY PUBLISHING CO., 118 East 28th Street
NEW YORK**

HOLD THE LINE



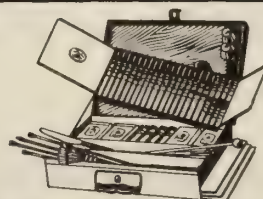
(Registered)

Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

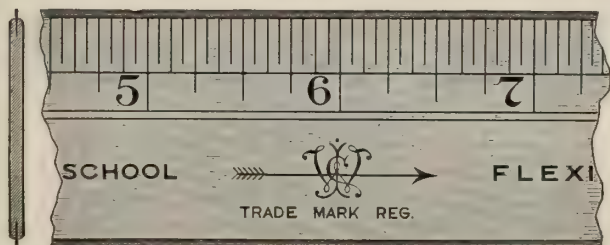
London (Eng.)
Export Agency,
8 St. Bride St.,
LONDON, E.C.

Supplied by all
the leading
wholesale
houses in
Toronto and
Montreal.

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON CO
ESTD. 1842. MONTREAL.



Patented Dec. 7, 1909

*No. 777 1½ in. wide, and only 1-16 in. thick, 12 inches long. Very flexible, double brass edges, ready for use either side up. Sixteenth scale on one side, millimeter scale on the other. You are overlooking a good one if you do not carry our School Flexible.

WESTCOTT-JEWELL CO., SENECA FALLS, N.Y., U.S.A.
RULER MAKERS EXCLUSIVELY

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word per insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

MISCELLANEOUS.

BOOKS—ALL OUT OF PRINT BOOKS SUPPLIED no matter on what subject. Write us. We can get you any book ever published. Please state wants. When in England call and see our 50,000 rare books. Baker's Great Book shop, 14-16 John Bright Street, Birmingham, England.

PAYSON'S INDELIBLE INK. TRADE SUPPLIED by all Leading Wholesale Drug Houses in the Dominion. Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.

THE VIKING PENCIL WORKS OF COPENHAGEN, Denmark, are open to appoint responsible representatives in Canada to handle complete range of "Viking" copying, coloured and lead pencils. Write, giving full particulars.

WANTED—SECOND-HAND MAGAZINE DISPLAY RACKS. Cliffe's Bookstore, Sault Ste. Marie, Ont.

HOTEL DIRECTORY.

HALIFAX HOTEL
HALIFAX, N.S.

ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto St. 52 Can. Life Bldg.
Toronto Montreal

CARBON PAPERS AND TYPEWRITER RIBBONS

Manufacturers of the highest quality.

It will pay you to give your customers the best.

J. A. HEALE & CO.

96 JOHN STREET NEW YORK

THE MECHANICS OF THE AEROPLANE:

A Study of the Principles of Flight

By Captain DUCHENE. Translated by JOHN H. LEDEBOER. Editor "Aeronautics," and T. O'B. HUBBARD. With 91 figures. Svo. \$2.25 net.

"A good presentation of the most advanced information on the physical basis and the mechanical theory of aviation."—*Science*.

OTHER BOOKS ON AVIATION

Duchene's Flight without Formulae, Net \$2.25
The Flying Book, 1914, Net 1.00
Hamel and Turner's Flying, Net 3.50
Hubbard, Ledebor and Turner, The Aeroplane, Net 1.00

LONGMANS, GREEN, & CO.
4th Avenue and 30th Street, New York

WHY

haven't you ordered

Whitedge Efficiency

Typewriter Carbon Paper?

We say it is the most satisfactory in actual use. You can easily prove this claim.

Made only by H. M. STORMS CO., New York

Samples Free

Drop a card to the Canadian Distributors

The A. S. Hustwitt Co.
44 Adelaide Street West, Toronto, Ont.

YOU CAN TALK ACROSS THE CONTINENT FOR TWO CENTS PER WORD WITH WANT AD. IN THIS PAPER

We are pleased to announce the appointment of J. G. F. ANSLEY, 408 Lumsden Bldg., Toronto, as our Canadian representative

ESTABLISHED 1849

W. C. HORN, BRO. & CO.

Trade-Mark "NONPAREIL"

Manufacturers of Stationers' Specialties

541-547 Pearl Street, New York

CAMERA ALBUMS
AUTOGRAPH ALBUMS
POST CARD ALBUMS
POSTER STAMP ALBUMS
SCRAP BOOKS
INVOICE BOOKS
PRESCRIPTION BOOKS

LIBRARY SCRAP BOOKS
With Pockets for Filing
GUMMED STUB FILES
BINDERS: SPRING BACK
AND NEEDLE
BILL HOLDERS

EXPENSE BOOKS (Spears')
BACKGAMMON BOARDS
CHESS AND CHECKER BOARDS
ROYAL IVORY
TOILET AND MANICURE SETS
ETC., ETC.

TICKET and CONDUCTOR PUNCHES

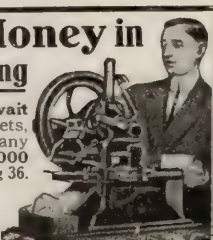
THE BEST MADE
THE FRED J. MEYERS MFG. CO., Hamilton, Ohio, U.S.A.



There is Big Money in Automatic Card Printing

The Automatic prints while you wait Business and Calling Cards, Tickets, Invitations Announcements & many others. Prints 100 per minute, 6000 per hour. Write today for our free catalog 36.

S. B. FEUERSTEIN & CO.
542 W. Jackson Blvd., CHICAGO



THE JESTER

BY LESLIE MOORE,

Author of "The Peacock Feather."

"The Jester," like Peter of the peacock feather, is a wanderer, but a very different kind of wanderer in a very different England.

A mediaeval romance in which magic and witchcraft are blended with the story, ever old and ever new, of woman's fascination.

12mo, Color Frontispiece. \$1.35 net.

ALL BOOKSELLERS.

New York G. P. PUTNAM'S SONS London

Customers that Come Again

are the kind that bring you surest profits. But customers of this sort are only attracted and held by the reputation for giving good value and satisfactory goods.

One advantage enjoyed by the dealers who handle



M. & V. RIBBONS AND CARBONS

is the regularity with which customers return for repeat orders.

The M. & V. Line is by far the most prominent of Typewriter Ribbons and Carbon Papers to-day. Almost every country in the world knows them as the most dependable and long lasting duplicators procurable. The M. & V. Line give clearer, cleaner impressions for a much longer time than any other ribbons or carbons.

BRANCHES:

New York, N.Y., 261 Broadway.
Chicago, Ill., 205 W. Monroe St.
London, 7 and 8 Dyers Bldg., Holborn,
E.C.

AGENCIES In every part of the world:
in every city of prominence.

Dealers take a well-deserved pride in handling the M. & V. Line. Why not write to-day for terms? Attractive advertising helps sent on request. Write now.

MITTAG & VOLGER, Inc.

Principal Office and Factories, PARK RIDGE, N.J., U.S.A.

THERE ARE GOLD NUGGETS For the Dealer IN THE TRADE PAPER ADVERTISEMENTS DIG THEM OUT

The firms whose ads. appear in Bookseller and Stationer are *the true friends of the retailer*. One wholesale firm in declining to advertise, said he preferred to advertise in a paper going to another trade to

induce them to add lines *already sold by booksellers and stationers*. Mr. DEALER, what is your answer to that? We will appreciate it if you will mention *Bookseller and Stationer* when answering ads.

BOOKSELLER AND STATIONER



School Opening Goods

These are two of our new Scribbler Covers for the coming season. Bright, suitable designs to please the children. We will send you samples on request.

How about other school lines:

Crayons, Watercolors, Compasses, Drawing Pins, Drawing Paper, Erasers, Note Books, Pencils, Penholders, Pencil Sharpeners, Rulers, School Bags, Slates, etc.?

BUNTIN, GILLIES & COMPANY, LIMITED
HAMILTON, CANADA

BOOKSELLER & STATIONER

AND

OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty years the recognized authority for those interests.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 143-153 University Ave. WINNIPEG, 34 Royal Bank Bldg. LONDON, ENG., 88 Fleet St., E.C.

VOL. XXXI.

PUBLICATION OFFICE: TORONTO, AUGUST, 1915

No. 8

Push These Pens for Profits

The demand for a high-grade dependable fountain pen at reasonable cost, constantly increases. You cannot satisfy this demand by selling inferior pens at low prices, or with fancy pens at high prices. But you can satisfy it, and hold the good-will of your customers, and take profits for yourself by selling

Sanford & Bennett Fountain Pens

These pens are both practical and durable, and always dependable. The barrels are made from pure Para rubber, the pens from 14k U.S. bar gold, tipped with Native Russian iridium points. Every pen so accurately and skillfully made, that its service is guaranteed, insuring satisfaction to both customer and dealer.

The S & B AUTOPEN is a self-filling pen that is very popular; quickly filled wherever there is ink, and always ready to write. No clumsy filling device—all mechanism out of sight, when not in use. The S & B Commercial Safety is another favorite. This pen may be carried loosely in pocket, purse or bag—never leaks or sweats. Cap sets tight and will not stick.

Sanford & Bennett Fountain Pens advertise the dealer by the satisfaction they give the users. Let them advertise you and increase your profits.

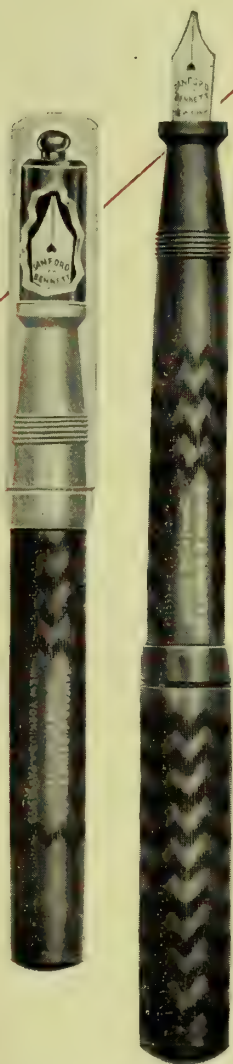
May we send prices and discount?

Sanford & Bennett Co.

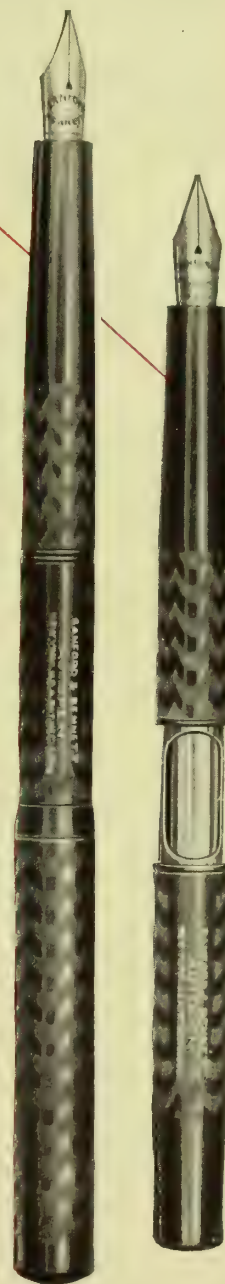
51-53 Maiden Lane

New York

W. E. COUTTS, Canadian Sales Agent, 266 King Street West, Toronto, Ontario



COMMERCIAL SAFETY
Ready to write and
sectional view



AUTOPEN ready to write
and ready to fill

ANNOUNCEMENT

Luckett's Sterling Line of Loose-Leaf Devices and Supplies

is new and complete—Vest Pocket Ring Memos to Complete Ledger Outfits.
Post sizes, shapes and centers are according to CANADIAN Standards.

Guaranteed

All goods manufactured under the **STERLING** Trade-mark are guaranteed to be mechanically perfect. If any defect should occur through fault of manufacture we will repair, if possible, or replace without expense to dealer or user.

Sold Through the Trade

For the first time Canadian stationers have the opportunity of selling a strictly high-grade product, Canadian in design, construction and production. Every tool used and each part in every device is designed and wholly MADE IN CANADA and made RIGHT.

Dealers

who want to secure new loose-leaf business and increase their profits on old business should prepare for fall trade by writing us NOW for our complete 88-page catalog and introductory offer.

Address Dept. S.

LUCKETT LOOSE LEAF, LIMITED

215-219 Victoria Street

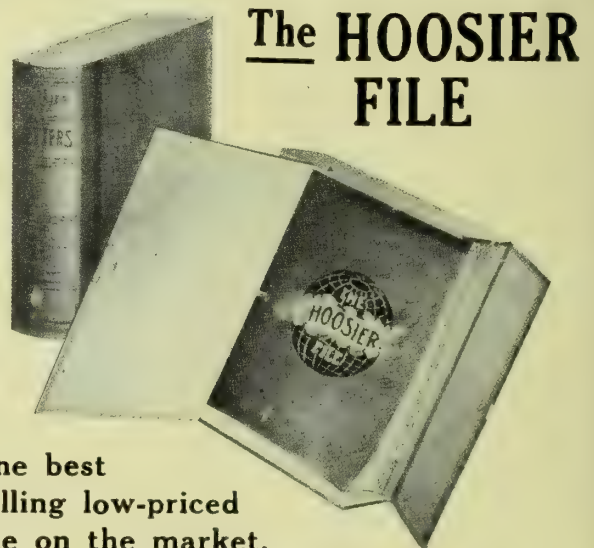
TORONTO, ONTARIO



Enhance your prestige
with discriminating folks
by showing them

*Crane's
Linen
Lawn*

Eaton, Crane & Pike Co.
Pittsfield, Massachusetts
Toronto Office: 266-268 King St. W.



The best
selling low-priced
file on the market.

A neat, thoroughly well-made box file. Covered with hard finished brown fibre paper, has good fastening and a strong manila index. Leather pull on back. Manila index held in place by one pin.

On orders for one gross or more, it will be made under some other name if so desired, and with dealer's imprint, at no additional cost.

Write us for trade prices and start getting the regular flow of business that comes from the display of Hoosier Files.

The Globe-Wernicke Co. Ltd.

STRATFORD, ONT.

FALL TOPICS

We announce our usual Christmas card assortments, which have sold so well during the last fifteen years.

\$25.00 assortment contains:

\$3.00	worth	Booklets	to sell at	20c
5.00	"	"	"	15c
10.00	"	"	"	10c
5.00	"	"	"	5c
2.00	"	"	"	2 for 5c

This can be altered to suit requirements.

State what quantity Calendars and Post Cards you desire.

The assortment this year contains Patriotic Xmas Cards. Also Canadian emblematic designs.

Sold subject to being returned within 48 hours of delivery if not satisfactory.

Tags, Seals and Enclosure Cards Cabinet, \$4.50, \$5.00, and \$1.50.

Birthday Cabinets, \$2.50, \$5.00 and \$9.00.

Special Xmas Card Cabinet, 100 cards, \$3.00 (contains 5, 10 and 15c cards), only 28 left on hand.

Tally Card Cabinets (IM Cards, asstd.), \$7.50.

Order Your Private Xmas Card Book Now.

SOLE CANADIAN AGENTS

MENZIES & COMPANY, LIMITED

439 KING STREET WEST

--

TORONTO, ONTARIO

LYONS GLUCINE



Order
Your
Winter
Stock
Now.

10c., 25c., 50c.
size and
Quarts (90c.)

Lyons Bank Wax

Is the Standard of Quality.

Ask for Sample.

TRY

Lyons Blue Black Writing Ink

All made by LYONS INK LIMITED
Manchester, Eng.

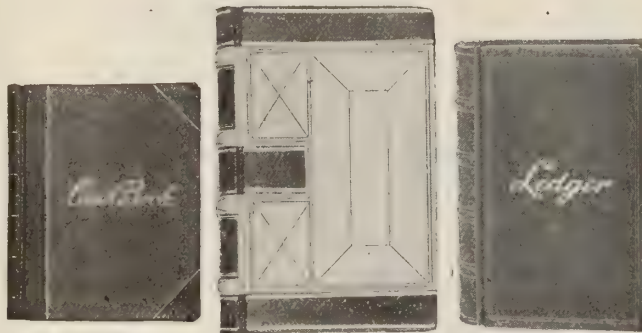
MADE IN CANADA

We manufacture and aim to have the most complete assortment of

ACCOUNT BOOKS

Every Description, Size and Quality

From the Largest Ledger to the Smallest Vest Pocket Memo Book



We keep the Finest Line (our own specialty)
MEMORANDUM and PRICE BOOKS



Also **BALANCE and COLUMN BOOKS,**
LOOSE LEAF LEDGERS, BINDERS
and SHEETS.

SEE OUR NEW CATALOGUE, BLANK BOOKS,
LEATHER GOODS, ETC.

NOW READY
OFFICE AND DAILY JOURNALS, 1916

BROWN BROS., LIMITED
SIMCOE AND PEARL STREETS, TORONTO

Use this list to make up your order to-day

Copies required

- Cooper Last of the Mohicans.
Dana Two Years Before the Mast.
Defoe Robinson Crusoe.
Dickens Christmas Carol.
..... Tale of Two Cities.
..... Cricket on the Hearth.
..... David Copperfield (2 Vols.)
..... Oliver Twist.
..... Old Curiosity Shop.
Eliot Silas Marner.
..... Mill on the Floss.
Goldsmith Vicar of Wakefield.
Gaskell Cranford.
Hughes Tom Brown's School Days.
Irving Sleepy Hollow and
..... Rip Van Winkle.
Kingsley Hereward the Wake.
Lamb Essays of Elia.
..... Tales From Shakespeare.
..... Adventures of Ulysses (35c.)
Longfellow Evangeline.
..... Shorter Poems.
..... Hiawatha.
..... Complete Poems (2 Vols.)
Lytton Last Days of Pompeii.
Palgrave Golden Treasury.
Ruskin King of the Golden River (12c.)
Scott Talisman.
..... Rob Roy.
..... Old Mortality.
..... Ivanhoe.
..... Quentin Durward.
Shakespeare Merchant of Venice.
Thackeray Henry Esmond.
..... Pendennis (2 Vols.)

All the above, except where otherwise stated, sell at 20 cents in the Nelson Classics. They are as popular for general use as for school readers.

Pick out the titles you require. By sending us your order to-day you ensure prompt supply: although our stock is large it is not inexhaustible.

Clear type. Handy size.

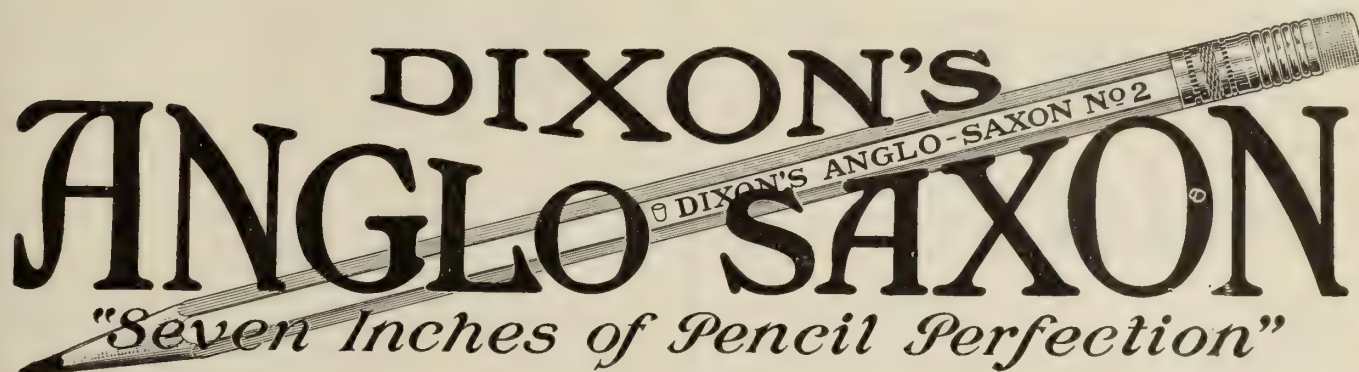
Illustrated.

Neat Cloth Binding.

Liberal Terms.

Thomas Nelson & Sons
95-97 King Street East .. Toronto
ESTABLISHED 1798
London Edinburgh New York Paris

One of the most popular pencils in the famous
Dixon line is



Made in

- | | |
|----------------------------------|-------------------------------------|
| 1 Quality—the highest commercial | 3 Finishes—green, purple and yellow |
| 2 Shapes—hexagon and round | 4 Degrees of lead—1, 2, 3, 4 |

Made in Jersey City, N.J., by the

JOSEPH DIXON CRUCIBLE COMPANY

Established 1827

SPECIAL AGENTS FOR CANADA

**For the Joseph Dixon Crucible Co.
Jersey City, N.J.**

Under a special arrangement with the Dixon Company, we are going to carry
in Toronto a complete stock of the Dixon

**Lead Pencils, Lumber Crayons, Penholders, Erasers
and Rubber Bands**

Prices as low as if bought direct from factory, plus freight and duty.

Orders are now being booked for August shipment. Let us emphasize that all the
popular numbers will be stocked in Toronto in large quantities, ensuring the complete
filling of orders.

Our travelers leave early in August showing these goods from Coast to Coast. Before
placing your next pencil order be sure to see our Dixon samples.

A. R. MacDOUGALL & CO., Limited, 266 King St. West, Toronto

OUR "BIG" FALL LIST

Your Best Sellers for Fall

Realizing that this year, in particular, booksellers will want a list that will attract, we have secured what we believe will be by long odds the strongest sellers in Canada this fall.

Practically every one of these — in the list set out opposite—is by an author who has made big sales and big successes previously, and whose book can in consequence be counted on to bring good business.

We believe we can truthfully say that our travellers have never played up our "list" as being "big" to your disadvantage. And, in the light of this, we tell you frankly, that this "list" is one of the best we ever showed you.

GET IN ON THESE EARLY

NOTE: We are now located in our splendid new building at Queen and John streets. Come and see us there.

WILLIAM BRIGGS, Publisher, Toronto, Ont.

- FRANCES HODGSON BURNETT
The Lost Prince\$1.35
- KATHLEEN NORRIS
The Story of Julia Page\$1.35
- OWEN JOHNSON
Making Money\$
- GEORGE BARR McCUTCHEON
Mr. Bingle\$1.25
- MARY JOHNSTON
The Fortunes of Garin\$1.50
- KATE DOUGLAS WIGGIN
Penelope's Postscripts\$1.00 net
- ARNOLD BENNETT
These Twain\$1.25
- BERTA RUCK (Mrs. Oliver Onions), author of "His Official Fiancee."
The Courtship of Rosamond Fayre..\$1.25
- SAMUEL HOPKINS ADAMS (author "The Clarion," etc.)
Little Miss Grouch\$1.00
- NOVELIZED FROM THE PLAY
On Trial\$1.25
- FRANCES R. SHERRETT (author "The Jam Girl")
Up the Road with Sally.....\$1.25
- AMELIA E. BARR
The Measure of a Man\$1.25
- H. A. CODY
If Any Man Sin\$1.25
- THE AUTHOR OF THE DOP DOCTOR
Dragon's Teeth\$1.25
- BARONESS ORCZY
A Bride of the Plains\$1.25
- MRS. DAVIS RITCHIE
Two Sinners\$1.25
- GENERAL ROBERTS
Roberts' Rules of Order, Revised....\$1.00
- COMMANDER EVANS, R.N.
The Story of the Captain Scott Expedition\$4.00

EASTER, 1916

New lines of booklets with envelopes to retail at 5c to 25c each. Many with air brush shaded edges, counter-sunk panels, hand-colored designs and embossed stamping in silver.

Deckled Edge Folders embossed and with distinctively Easter Silver Stamping.

Steel Die Stamped Easter Autograph Cards, a big variety to retail at 5c. and supplied in assortments of fifty cards with envelopes.

Our travellers leave early in August with these samples, showing them from coast to coast.

Something New in Post Cards. Just received from the factory in London—**Birthday and General Greeting Post Cards in the Gem Series**—Post Cards with Booklets attached, tied with fancy colored cords. Supplied with envelopes. Stock these immediately—They will sell quickly and will enable you to put new life into your post card department.

Easter Letters, 6 sheets and 6 envelopes to match, to sell at 25c and 50c a box.

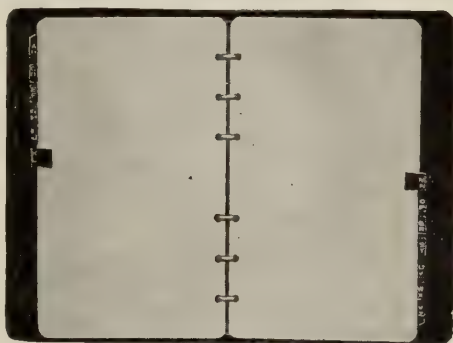
Valentine and St. Patrick Cards. Representative assortments of entirely new designs, enabling the dealer to make the strongest appeal to their trade for these popular seasons in 1916.

For This Year's Holiday Trade. Anticipating an unusually big sorting trade this Fall, we have ordered on from London complete stocks of Christmas and New Year Greeting Cards and Post Cards. Thus the trade will then be able to procure these lines without delay.

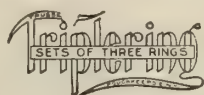
LONDON NEW YORK **BIRN BROS., Limited** SYDNEY TORONTO

A. R. MacDOUGALL & CO., Limited, 266 KING ST. WEST, TORONTO, ONT. CANADIAN REPRESENTATIVES

STOCK
THESE
LOOSE-
LEAF
BOOKS
THAT
SELL
READILY.



Solid oval rings, reducing wear on sheets to a minimum—the easiest selling loose-leaf memo book on the market.



MEMOS

The most compact, durable memo made. Three rings in end open, six rings in side open memos. Made in all styles, including our "Kat Flush."

Standardized sizes,
punchings and rulings.
Complete Stock in Toronto.

Made by
TRUSSELL MFG. CO.
POUGHKEEPSIE, N.Y.

Are YOU Prepared

for the big demand that is just about to commence for

PHOTO ALBUMS



If you have delayed ordering, or if you need to sort up in any sizes, we would suggest that you buy

"HOLMAN" PHOTO ALBUMS

All the popular sizes can be had from the small 4½ x 5½ to the large 11 x 14, and in many bindings, including genuine leather, imitation leather, cloth and paper covers, and either in loose-leaf or bound style.



Write for Catalogue and Trade Discount.

Our Travellers are now out again on their Fall trips, showing these books, and also many other lines of interest to stationers.

A. R. MacDOUGALL & CO., Limited, 266 KING ST. WEST, TORONTO, ONT. CANADIAN REPRESENTATIVES

Fine Inks and Adhesives

FOR THOSE WHO KNOW



Higgins'

Drawing Inks
 Eternal Writing Ink
 Engrossing Ink
 Taurine Mucilage
 Photo Moulder Paste
 Drawing Board Paste
 Liquid Paste
 Office Paste
 Vegetable Glue, etc.

Are the finest and best Inks and Adhesives

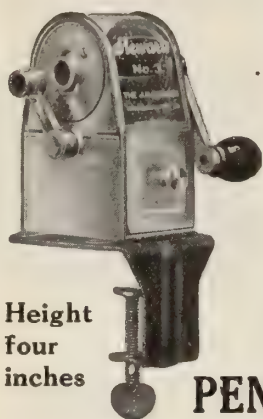
These manufacturers have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

CHAS. M. HIGGINS & CO., Mfrs.

Branches:
 Chicago, London



271 Ninth St.
 BROOKLYN, N.Y.



Putting the Jack-knife Out of Business

STEWART PENCIL SHARPENER

Has proven itself the handiest and most used of all office conveniences. The Stewart will not break the pencil point, is thoroughly durable, handsomely nickel-plated and will stay sharp. The Stewart is equipped with double cutters of special cobalt alloy steel, and an **extra set** are included with each sharpener, virtually making two machines for the price of one.

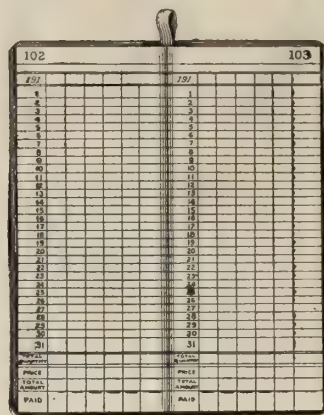
Sells for \$3.00 and easily finds a place for itself in almost every home and office. You should have the Stewart on display in your store NOW.

Write for Trade Discount.

A. R. MacDOUGALL & CO., Limited

Canadian Representatives

266 KING STREET WEST - TORONTO, ONTARIO



Many Dealers in Your Locality
 Will Welcome the

"STANDARD" DELIVERY BOOK

Arranged so that milkmen, icemen, butchers, bakers, grocers, etc., can easily and orderly keep accurate account of goods delivered daily.

Space at bottom of each page for total quantity of monthly deliveries, price, total amount paid.

Bound in full plain duck of convenient size, 3 7/9 x 8 1/2 inches. Furnished with pencil loop and hanging strap. Index in front, pages run from 1 to 300.

Send your order through today, and go after this profitable business.

Boorum & Pease Co.

Makers of

"STANDARD" BLANK BOOKS

MAIN OFFICE: Hudson Ave. and Front St., Brooklyn, N.Y.

FACTORIES: Brooklyn, N.Y.; St. Louis, Mo.

SALESROOMS:

109-111 Leonard St., New York.

Republic Bldg., Chicago, Ill.

220 Devonshire St., Boston, Mass.

4000 Laclede Ave., St. Louis, Mo.

VENUS PENCILS

EVERY architect, draftsman, engineer and surveyor in your territory is a logical customer for Venus Pencils. If they are not using Venus Pencils now, it is because they have not been fully informed as to the good points of these pencils.

The uniformity and long-lasting qualities of the lead in each grade—the evenness of the grain of the wood—the ease with which a Venus Pencil can be sharpened and kept sharp—and that one Venus will outlast six ordinary pencils—are only a few of the talking points you should use in educating your customers to ask for Venus Pencils, “By the Box.”

MILO RUBBER BANDS

Are made of the very finest Para Rubber in assorted sizes, and are unconditionally guaranteed for five years.

Milo Rubber Bands are sold by the pound, half-pound, quarter-pound and oz. packings.

VELVET PENCILS

Every concern that employs an office man, accountant or clerk ought to be a user of Velvet Pencils for all general office work.

Velvet Pencils are economical because the smoothness of the lead and the even fibre of the wood make it unnecessary to sharpen them as often as is the case with other pencils.

Velvet Pencils (selling for 5c. each) will outlast two ordinary pencils. They can be sharpened accurately, will keep their points, wear down to the last inch, and are each equipped with a Velvet Rubber Tip.

VENUS RUBBERS

Don't forget our latest product, the Venus Rubber. Pliable and soft. Indispensable for all pencil purposes.

Superior to all others for cleaning drawings and engravings. Made in grey to avoid any discolorment of paper, so often found with colored erasers. All sizes from 4 to 100 to the box.

WRITE US FOR SAMPLES AND PRICES.

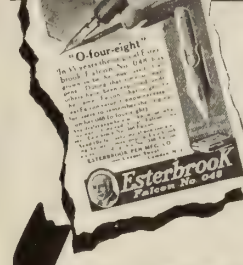
American Lead Pencil Co.

220 Fifth Avenue, New York

(and Clapton, London, Eng.)

In addition to the above we make a complete line of pencils of every style and grade—penholders, erasers and rubber bands.

One Reason It's Easier to Sell Esterbrook Pens



FEW PERSONS come into your store who do not read at least one or more of the magazines in which Esterbrook Pens are constantly advertised.

That is one big reason it is so much easier to sell Esterbrook Pens; for we have sold the customer before he comes into your store.

All YOU have to do is see that he gets the shape and point that suits him best.

Do you remember ever having to tell a customer that Esterbrook Pens were “all right”?

ANOTHER REASON

Even more important than this Esterbrook advertising, the greatest reason it is easier and more profitable to sell Esterbrook Pens is:—that Esterbrook quality turns every FIRST sale

into an endless chain of REPEAT ORDERS. You can take on most any line of pens and sell them ONCE, but Esterbrook quality and Esterbrook advertising KEEP ESTERBROOK CUSTOMERS SOLD FOREVER.

For these reasons, and because the complete Esterbrook line offers every needed shape and point that is offered in all other lines put together, more dealers every year realize the advantages and economy of concentrating on it alone. Are you giving the Esterbrook Pens the prominence in your store that you should? Ask us for any information you need, and tell us how we can serve you still more.

Esterbrook Steel Pen Co., 18-70 Cooper St., Camden, N.J.



DON'T WAIT

ORDER SCHOOL GOODS NOW

You will soon be bombarded with the demands of the scholars—BE WELL ENTRENCHED—

Have Supplies on Hand

We have an excellent line of Scribblers and Exercise Books with attractive covers, showing Soldiers, Battleships, Flags, and the Leaders of our Forces, that you would do well to

Place at the Front and Keep the Line Unbroken.

Also the lines of pencils, pens and the various school sundries required.

YOU NEED THEM.

SMITH, DAVIDSON & WRIGHT
LIMITED

Wholesale Stationers and Paper Dealers
VANCOUVER and VICTORIA, B.C.

SUSAN GLASPELL

WITH HER BOOK

FIDELITY

has given the world one of the most worth-while books of the year. Cloth, 12mo, \$1.35 net.

AN illuminating picture of life in the typical small middle-Western town, with its deadening and deadly influence upon every one who transgresses the accepted social code and upon her family and friends, even unto the third and fourth degree, is Susan Glaspell's "Fidelity." An intensive study, it treats with understanding and insight the problem of the woman who loves too deeply the man of her choice to heed at first the outer world. What she does with her life as she grows older and her convictions change is the theme of a most absorbing novel of serious intent—and with a decidedly unconventional ending.

WHAT THE CRITICS SAY:

This is Ruth Holland's story. Its genuine worth and essential value lie in Susan Glaspell's amazing grasp of this situation, in her seizure of the woman side of it, the man side, the social side. From these various angles, all the sacrifices, all the compensations, are marshaled here in terms of human nature and human development. The book is strong from every point of view. Its theme, that of the comparative claims of the individual and of society, is one of common application. Its treatment is a marvel of intuition, of penetration, of full comprehension. Its form is unequivocally one of fine workmanship and high artistry.

—Washington, D.C., *Evening Star*,

There is a lesson for the New Woman who believes in the rights of love in this deep analysis of the human heart and the plain setting forth of what defiance of law and society costs a woman. The book gives us something to think about seriously.

—*Detroit Free Press*.

Brimming with life and love of living, faithful to her ideal of love, and strong enough to preserve her fidelity even against herself, Ruth Holland is a character not soon to be forgotten. And whatever may be the inevitably conflicting opinions regarding her story, no one who reads it can fail to recognize her unselfishness, her purity, her absolute fidelity to what to her is only love's "right" but its imperative duty.

—*Boston Transcript*.



SUSAN GLASPELL

Here is a book of great merit, which in the quality of its workmanship may well invite comparison with the best of the contemporary English novelists. Miss Glaspell sees the situation with which she deals clearly, and one concludes, she sees it whole. . . . The story is focussed with supreme ability in a setting best calculated to bring out all the aspects of the case in their fullest strength—in a small town in the Middle West. The character-drawing is excellent throughout, and it is refreshing, in these days of much revolt against "man-made" laws, to find Miss Glaspell frankly facing the fact that in a case like that of her heroine it is the women, not the men, who sit in judgment and condemn without mercy.

—*New York Tribune*.

The story of a woman's love—of what it impels her to do—what it makes of her.

ELTHAM HOUSE

BY
MRS.
HUMPHRY
WARD

Great New Book By Leading British Novelist READY SEPT. 6th

ELTHAM HOUSE

BY MRS. HUMPHRY WARD
AUTHOR OF "DELIA BLANCHFLOWER"

Frontispiece in Colours by Frank Crane

Large 12mo. \$1.35

In "Eltham House," Mrs. Ward has written what is unquestionably one of her greatest novels.

The story opens with the arrival of Alec Wing and his bride at the palatial London residence, "Eltham House," the gift of Lord Wing, the bridegroom's father. They discover very quickly that love-making under Tuscan skies is one thing and wooing British social and political favor—and forgiveness—is quite another; especially when the lady happens to be already a wife and mother.

The situation is as follows: Alec Wing, selfish, arrogant, but not altogether heartless, has laid violent and successful siege to the affections of Sir John Marsworth's young and beautiful wife. After her divorce, they return to London and seek to combat the hostility of public opinion, to achieve social and political preferment—in other words, to attempt what Lord and Lady Holland did a century ago.

What headway they made against British Pharisaism, how far they succeeded in propitiating Society, how cabinet ministers, parliamentarians, dowagers and generals regarded the culprits, and how the affair reacted upon the two chief characters in the drama—this is the theme of Mrs. Ward's latest novel of English social

and political life, "Eltham House," which promises to be, as it certainly deserves to be, the most important fiction book of the autumn.

Has proved her right to claim a first position among the novelists of the day. *Outlook*.

Its author stands among the few living writers of fiction to whom the Immortals have passed the torch. *Gordon Pryor Rice*.

She gives to her dialogue a careful beauty of phrase and cadence. *Saturday Review*.

She is one of the few persons who have solved the secret of what dialogue ought to be. *Saturday Review*.

Any book from her pen may safely be guaranteed to fill many charmed and thoughtful hours. *David Christie Murray*.

With the aid of these works, students of the history of our race will for all time be able to get a glimpse of "the hidden resources" and real forces of English society. *J. Stuart Walters*.

Her seriousness is, indeed, one of her prime qualities as a writer. She has never trifled with her art nor shaped it to meet the taste of the hour. *Hamilton Wright Mabie*.

McCLELLAND, GOODCHILD & STEWART, LIMITED
266 King Street West PUBLISHERS TORONTO, ONT.

MG&S Here's a Real Hit! MG&S

Breathes the Spirit of the West

LIKE "THE VIRGINIAN"

Not since Owen Wister's big novel came fresh from the Wyoming fields has any book so alive with Western life been given the reading public until

THE TREASURE OF HIDDEN VALLEY

By Willis
George Emerson

THE TREASURE OF HIDDEN VALLEY

By Willis George Emerson came to score the big success of 1915. This fine big story is vigorous and strong, picturesque and enthralling, broad and powerful as well as being intensely human.



**The first Canadian edition has
just been published.**

In the United States advance sales grew so rapidly that the original plan of publishing a 10,000 first edition had to be increased, first to 25,000, then to 50,000 copies, 34,000 copies having been sold before publication.

**This is Decidedly the Big Novel
for the Autumn.**

CLOTH, \$1.25

McCLELLAND, GOODCHILD & STEWART, Limited
PUBLISHERS ∴ 266-268 King Street West ∴ TORONTO

MG&S MG&S MG&S MG&S MG&S MG&S MG&S

A Sure Big Seller: The Battle Glory of Canada

Being the Story of the Canadians at
the Front, Including the Battle of
Ypres. By A. B. Tucker.

This book tells the story of the Canadians at the Front, and is the first and only book of its kind. It is realism in print, the pages being packed with incident and vigorous action. Opening at the thrilling moment when the fleet of transports arrived at an English port amid the full-throated cheers of British soldiers and people, the record follows the famous Princess Patricia's and the First Contingent, through camp and march in England, bivouac and battle in France and Flanders. The whole is a revelation of the spirit of Canada, and makes stirring reading.

Stiff paper boards, 170 pages, pictorial cover, net 25c. (Liberal trade discounts).

CASSELL & COMPANY, LIMITED, Publishers
55 BAY STREET TORONTO, CANADA

Are You Coming to the National Exposition?

We extend a hearty invitation to all members of the trade who may visit Toronto during exhibition time, to call and examine the variety and values we are showing in

Photograph and Snap Shot Mounting Albums

both in Loose-Leaf and Sewed Bindings.

Our prices are low, our qualities are unsurpassed. We offer you the best grade of photo mounting paper that is made.

We have some new and attractive lines of high-grade albums especially suitable for fall trade and for Xmas gifts.

W. C. Horn Bro. & Co.

545 Pearl Street New York City

J. G. F. ANSLEY, Canadian Agent

Cor. Adelaide and Yonge Sts. 408 Lumsden Bldg., Toronto

Support Home Industries



No. 179

One of the best ink concerns in the world is right here ready to offer you high quality products that have always given complete satisfaction.

As many dealers now realize Carter's Service can be depended on in any emergency.

Carter Inx



No. 79

(formerly written
Carter's Inks)

After all
no ink like
Carter's.



No. 19

The Carter's Ink Company
356 St. Antoine St. - Montreal, Canada

The Publisher's Page

By F.I.W.

¶ Good business is bound to manifest itself in Canada this Autumn as the result of the harvesting of bountiful crops together with the war prices which they will bring.

¶ It cannot be otherwise in a country where agriculture is the great basic industry.

¶ The plentiful placing of orders for war supplies with Canadian manufacturers helps still further to distribute money, a large proportion of which will eventually be spent in the book and stationery stores.

¶ *Bookseller and Stationer* on October 5th will issue its *Annual Fall Sales Number*.

¶ This year *Bookseller and Stationer* completed thirty years of continuous publication—a record unprecedented in Canadian trade journalism.

¶ That achievement will be celebrated by giving this year's *Annual Fall Sales Number* wider circulation than ever.

¶ IT WILL BE A GREAT NUMBER.

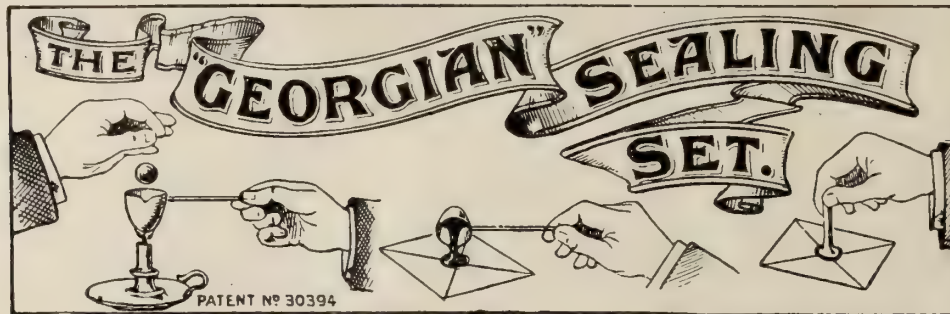
¶ We address you now to urge you to book your order for space well in advance so as to get the best available position.

BOOKSELLER & STATIONER

143-153 UNIVERSITY AVENUE, TORONTO, CANADA

FOR FALL AND XMAS TRADE

A DAINTY GIFT



MADE IN ENGLAND.



No. 1

To Retail at 75c.

Makes
Sealing a
Pleasure



No. 2

To Retail at \$1.50

Carried in a large range of attractive shades, the contents harmonizing with the colour of the box.

Supplied complete with crucible, wax and seal, which will be exchanged for any single initial on request.

Large stocks in Montreal of both sizes, also extra seals, wax refills, etc.



John Dickinson & Company, Limited

PAPER MAKERS AND MANUFACTURING STATIONERS

MONTREAL

TORONTO



BOOKSELLER & STATIONER



DEVOTED TO THE INTERESTS OF THE
BOOK, STATIONERY & KINDRED TRADES



Vol. XXXI

AUGUST, 1915

No. 8



Picture Post Cards, Greeting Cards, Calendars

DEALERS who visited the spring exhibitions of import lines in Montreal and Toronto, and subsequent showings in other centres, will recall the fine array of pictures and calendars by best-known artists, shown by the different firms. These have been supplemented by additional subjects of merit.

The trade should make it a point to post themselves as to the offerings of the different houses, so as to obtain the best productions for their stock, especially for the holiday trade.

There are 1915 pictures by Harrison Fisher, Christy, Coles Phillips and others of the most popular artists, as well as many calendars with pictures by noted artists.

Jessie Willcox Smith's Mother Goose pictures are represented in three different calendars for 1916; two of these have six pictures each and the other four pictures.

The different pictures making up the calendars can be had in separate forms.

These copyrighted pictures command good prices. They add prestige to any bookseller and stationer's stock. They sell readily and yield as good a margin of profit as many other important lines carried in all bookstores.

These, together with such art publica-

tions as greeting cards of various forms, postcards, and those books whose interest is constituted chiefly by the art reproductions they contain, taken altogether, make up a distinct department as interesting and attractive as can be found in any store.

Those dealers who have thoroughly developed the picture business have naturally included picture framing, either by having this work done on the premises or by making special arrangements with picture framers.

There are slip-in mounts and framelets obtainable in inexpensive form which can be utilized in enhancing the appearance of pictures, greatly helping to promote sales, besides themselves constituting a ready selling line for use with subjects already in the possession of those who are attracted by the practical merit of these mounts and framelets.

These suggestions should prove beneficial to dealers who have not as yet gone extensively into the picture trade.

The illustrations at the top of this page are reproductions of pictures of the artist Penrhyn Stanlaws and they are presented here by courtesy of the print department of The Cosmopolitan. The pictures are remarkable for the charm of the subjects and the richness of the coloring employed.

WHERE THE WAR TAX DOES NOT APPLY.

Postcards Bearing Name of Sender without Written Message and Christmas Cards and Folders Bearing Only Sender's Name.

Dealers will do well not only to remember but to thoroughly acquaint their customers and impress upon them the fact that postcards without any written message, but bearing the sender's name in writing do not require war tax stamps; they will go for one cent as formerly. The same applies to Government postcards, such as travellers' advice cards.

This fact is not generally known. Were this given wide publicity the sale of picture postcards would doubtless show considerable improvement and very few branches of trade are so badly in need of a boost.

Dealers will find that the local newspapers will be glad to give space in their news columns to this advice because it will be welcomed by their readers. Showcards emphasizing this fact should be conspicuously displayed in the store and in the windows.

Similar publicity should be given to the fact that greeting cards, folders, etc., bearing only the name of the sender, will not require a war stamp, going for one cent if the envelopes are not sealed.

Failure of the Stamp Tax on Picture Post Cards

Developments in the Campaign Now Being Carried on by the Wholesale Postcard Association of Canada.

HERE is the text of a letter which has been sent to the firms represented on the mailing lists of the different members of the Wholesale Postcard Association of Canada, and in reproducing this, Bookseller and Stationer desires to further impress its importance upon the trade and to urge each individual dealer to see to it that a reply goes to the association:

July, 20, 1915.

Dear Sir,

An association to be known as the Wholesale Postcard Association of Canada has been formed with a view to approaching the Government on the war tax on post cards, as it was clearly proved by figures of the wholesale dealers that the Government, far from making revenue by the increased postage on postcards, was losing it, and while the figures submitted were not all certified as being correct, it would appear, taking the average, that sales have dropped off 75 per cent. To get the same revenue as last year, sales could be cut in two and still produce the same with the 2c postage, but to hurt an industry without getting the results we do not think is the object of the Government, and we hardly think that the Government is aware of the size of the post card business, as last year alone approximately 50,000,000 cards were sold in Canada.

Therefore, we the wholesalers, and you, Mr. Retailer, must get together to save an important branch of our business. We are willing to bear whatever expense there is in organizing a campaign, and all we ask is for you to give us an expression of how the war tax is affecting your sales of cards. Give us the percentage and whatever remarks you have to make on the subject, and it would also help the cause a great deal if at the same time you would write your representative in Parliament and advise him just what the dropping off of your sales is, pointing out that you are working in conjunction with the Wholesale Postcard Association of Canada, with a view to proving to the Government that their war tax on postcards is futile.

Do not put off for a single day letting us have this information. If your experience is not that of ours we want to know it as much as if you agree with us.

One thing we want and must have, is plenty of ammunition and that supplied by the dealers of Canada is the high explosives that we want, as there are over 10,000 dealers, and the co-operation of your member will give us strong repres-

entation, and our cause given consideration which might otherwise be passed over in the other big things that our Government have to contend with just now, as postcards may look to them very trivial, but to us it is our bread and butter.

Yours faithfully,
THE WHOLESALE POSTCARD
ASSOCIATION OF CANADA.
W. BANKS, Secretary.



Raps Post Office Department

Leading Financial Paper Deals Editorially With the Failure of the Stamp Tax on Postcards.

Following up what was presented in the July issue relative to the organization of an association of postcard wholesalers and references to the correspondence that had passed between Bookseller and Stationer and the Post Office Department, a leading editorial which appeared in *The Financial Post*, is reproduced here:

The Nation's Business.

"When the Government passed the Act imposing various war taxes, including a tax of one cent on each picture post card mailed, it is natural to assume that this was done in the expectation that it would result in largely augmenting the postal revenue. It has been conclusively demonstrated since April that instead of having that effect, the sale of picture post cards has fallen off to such an extent that the very existence of this industry in Canada is threatened.

"Manufacturers and large importers of post cards assert that their sales to the trade have fallen off about ten per cent. of what they were one year ago. Part of this, of course, is attributable to the general backwardness of trade dating from the early months of 1914.

"Reports from retail dealers, however, indicate that post card sales have been cut, by reason of the extra 1c postage, to about 25 per cent. of what they were up to the time the tax took effect.

"The result, which is very plain, is that instead of increasing the postal revenue the stamp tax on picture post cards has in reality greatly reduced the receipts of the Post Office Department.

"The trade in these picture post cards was enormous and firms established in Canada whose livelihood depends upon the continuance of the trade, fear that

it will not only thus suffer during the term of the stamp tax, but that unless the tax is removed, the habit of sending picture post cards will be so broken as to threaten extinction for the Canadian firms engaged in the post card trade.

"It must be admitted that the sending of picture post cards is largely a habit. They are not an absolute necessity and it would take a severe stretch of the imagination to come to the conviction that the discontinuance of the use of picture post cards would to any appreciable extent enhance the writing of letters. It might mean more sales of Government post cards for brief messages, but the Government would gain nothing even if the use of Government post cards entirely replaced the picture postals. Souvenir cards are sent because they are souvenirs not to take the place of letters.

"Bookseller and Stationer, the trade paper which champions the interests of the merchants who sell the bulk of post cards mailed in Canada, recently drew the attention of the Post Office Department to the representations of the trade, indicating the serious falling off of post card sales and urging the removal of the one cent tax on picture postals because it was defeating the object of the recent Act. It was pointed out, in view of the direct evidence easily obtainable from the postmasters in different cities and towns, that it would be superfluous to submit lengthy or detailed evidence from the trade, to prove their case.

"The reply was of a stereotyped nature vouchsafing that in imposing the war tax the Department was carrying out the requirements of the Special War Revenue Act. This reply can hardly be called illuminating! It would seem that upon representations being made, conclusively showing a loss in revenue, the very reverse of what had been looked for, some action to overcome that loss would be taken. Some course to offset the loss would naturally be taken by a commercial concern; why not in a department of the Government? This is a matter on which our Minister of Trade and Commerce should confer with the Postmaster-General. It is useless to discuss it with Dr. Coulter, the Deputy Postmaster-General; he is not an experienced P. O. official nor a trained business man. Further, it is unwise to rely upon statements made by some of the P. O. officials at Ottawa. It is a fact that they have told deliberate falsehoods in an official communication. They interpret postal law to serve their bureaucratic will rather than to serve the convenience of Canadian business."

ACROSS CANADA TRADE NEWS

Have Eyes on Canada

Windsor, July 16.—The Industrial Commissioner, C. L. Barker, and several members of the civic industrial department, escorted some gentlemen representing an English toy manufacturing establishment through the factory site district on Friday last, July 9, and it may be possible that such a plant will locate in Windsor.

If a toy factory is to be located here it will employ a number of men and women, and boys and girls of working age.

In Fine New Premises.

The Methodist Book and Publishing House (William Briggs) moved into their splendid new premises at Queen and John streets, Toronto, during the week of July 12. The new building, which has been given the designation "Wesley Buildings," continuing the name which had grown up with the old premises on Richmond street, comprises the offices of the Publishing House, the factory, and includes the various other church departmental offices which were housed in the old structure. The building is not only extensive and complete, but includes a number of unique features. Provision is being made for an adequate description of the new premises and plant in an early issue of Bookseller.

Philip G. Hunt & Co., the postcard publishers of London, England, have drawn the attention of Bookseller and Stationer to the fact that in their advertisement, as appearing in the June and July issues, the word "glassy" instead of "glossy" was used in describing their toned real photo glossy surface postcards.

Lists Received.

From the Copp, Clark Co., Limited, comes their latest catalogue devoted to Boorum and Pease Standard Loose-leaf Devices. The catalogue is amply illustrated and comprises forty-six pages, setting forth a comprehensive range of loose-leaf outfits and accessories, which are at last coming into their own, so far as attention on the part of the retail stationer is concerned.

This catalogue is compact and while it embraces all important features re-

quired in a loose-leaf stock, it devotes special attention to saleable and popular styles and sizes. To further emphasize this feature, these items are indicated by a special marginal mark as those continually carried in stock. Then again, lines not carried in stock but procurable to order only, are indicated by a different character.

Working along these lines of simplicity, the dealer is enabled to stock and handle a loose-leaf line without the necessity of engaging specially-trained help.

For Men at the Front.

Articles requested for sending to soldiers at the front include the following:

Stationery—Paper and envelopes (in waterproof cases), indelible pencils, stamps (hospitals).

Small toilet articles — Tooth paste, good toilet soap, tar soap, sulphur soap. Keating's powder (or other vermin powder), boracic powder, vaseline (white), throat pastilles (English preparation of formamint), good laxative tablet, best toilet paper, corn plasters.

The British Columbia War Service Committee was formed in London to help British Columbia soldiers to send individual parcels and letters to men at the front, to visit and write to the wounded and to keep in personal touch with our men as far as opportunities afford. It is composed mainly of British Columbians now in England who have been working quietly in this way all winter so that the boys might feel not cut off from their own Province.

No appeal has been made anywhere for funds, as the members have supplied the needs themselves so far, and it is realized that all money is needed at home in British Columbia at present.

Trade Notes.

Owing to an error in the advertisement of the Viking Pencil Company of Copenhagen in the classified advertisement department of the July issue, they were referred to as manufacturers of copying, colored, and lead pencils. The Viking Pencil Co. manufacture only lead pencils.

Mount Forest, Ont.—H. W. Palmatier, dealer in stationery and school sup-

plies, was a heavy loser by a fire which occurred on July 1. The loss, however, was covered by insurance.

Winnipeg, Man.—Word has been received that Private Martin H. A. Lain, formerly an employee of the Winnipeg Stationers, is now recovering from wounds at Gifford's House, Roehampton.

St. Catharines, Ont.—Greenwood's is in future to be known as the Greenwood Library and Stationery Shop, the drug department having been discontinued.

Fred Phelan, a member of the firm of F. E. Phelan, one of the largest booksellers and stationers in Montreal, has taken a special course in military training, and is preparing to leave for the front.

Fritz Schaeffer and Harold Oxley, for years fellow employees of A. and W. MacKinlay Co., wholesale and retail stationers, Halifax, N.S., have enlisted for active service. Mr. Schaeffer has been Maritime Province champion in the 100-yards, 220-yards and 440-yards race, for years.

In introducing boxed stationery it is always more profitable to show the higher priced goods first. When you show the 25c customer the 50c box first, and the 50c customer the \$1 box first, and so on, you will never miss that valuable opportunity of showing the more profitable numbers in advance, always with the possibility that one of these is more likely to appeal rather than the cheaper box she may have had in mind, and a larger sale may be recorded to your credit as a result.



POWER OF A GOOD EXAMPLE.

Dostoevsky was once asked by a mother concerning the upbringing of her child, and the following piece of advice was given in reply: "Every human being, who can grasp the truth at all, feels in his conscience what is good and what is evil. Be good, and let your child realize that you are good; in that way you will wholly fulfil your duty towards your child, for you will thus give him the immediate conviction that people ought to be good."

The Maclean Publishing Company LIMITED

JOHN BAYNE MACLEAN - - - - - President
H. T. HUNTER - - - - - General Manager

PUBLISHERS OF

Bookseller and Stationer and Office Equipment Journal

ESTABLISHED 1885.

FINDLAY I. WEAVER - - - - - Manager

CABLE ADDRESSES

CANADA: Macpubco, Toronto. ENGLAND: Atabek, London, Eng.

OFFICES

Montreal 701-702 Eastern Tp. Bk. Building. Phone Main 1255
Toronto - - - 143-149 University Avenue. Phone Main 7324
Winnipeg - - - 34 Royal Bank Building. Phone Garry 2313
New York R. B. Huestis, 115 Broadway, N.Y. Phone Rector 8971
Boston - - - Room 733, Old South Building. Phone Main 1024

GREAT BRITAIN—

London - The MacLean Company of Great Britain, Limited,
88 Fleet Street, E.C. E. J. Dodd, Director.
Telephone Central 12960. Cable Address: Atabek, London, Eng.

SUBSCRIPTION

Canada, \$1; United States, \$1.50; Great Britain and Colonies, 4s. 6d.; elsewhere, 6s.

PUBLISHED MONTHLY

Getting Out of the Rut.

THE problem of small towns going back in population while the country as a whole advances is one that worries the business men of quite a number of once-thriving and promising towns, especially in Ontario, but the Dominion is not alone in this experience. It is true perhaps to a greater degree in the United States than in this country.

This subject engaged the attention of G. B. Powell, instructor in advertising in the University of Missouri, who in "Advertising and Selling," statistics as to the decline in population of small towns in the Central West, showing that nearly 6,000 towns in seven Middle Western States had lost in population, including 777 county seat towns.

As to the cause of this decline, some people attributed it to the automobile and better roads, enabling farmers to trade at more distant and more attractive buying centres. Others maintained that the mail order-houses did the damage.

Merchants in these towns had fought hard against parcel post, and it was their influence that had evolved the zone system.

Mr. Powell, in his article, makes it plain that the farmer is not going back and clinches this argument with telling figures of farmers' bank balances, while a large proportion of them owned automobiles. In Kansas, one out of every five farmers owned a motor car.

Investigators for the United States Government had recently reported a steady increase in the tendency of farmers to form co-operative buying units, the co-operative selling idea having been a success for some time.

SCORES MERCHANTS.

At this point Mr. Powell begins a harsh criticism of the merchants in these towns.

"What," he asks, "Have the average country town merchants been doing in the midst of all this general prosperity in their territories? They have been doing just what a majority of the country preachers, and a majority of the country editors have been doing. They have been exerting themselves

just enough to get by with the least possible effort and thought and practically no service."

It is to a general lack of efficiency, and modern business judgment; too much damning of the "interests"; too much energy wasted in trying to prevent competitors from going ahead, that this decline of the country towns and the country town retail business, is attributed.

In brief, the writer advocates initiative on the part of the merchants in these towns through organization of merchants' associations, commercial clubs, advertising clubs, in a general movement for town awakening.

THE REMEDY.

The one word "service" is the keynote of the remedy, but means towards that end are cited in the references to "Trenton (Mo.), Idea;" the "Franklin County (Kansas) Plan;" the "Hampton Plan;" the "Neosha (Mo.) Plan" and other similar movements based on a closer union between merchant and farmer with common action toward community development. The "Hampton Plan," supplements this by coupling up with national advertising to promote the business of local merchants, as a way of boosting the prestige of a town and showing that its stores have goods of national fame at prices as low as obtainable anywhere else.

Incidentally the writer refers to the new type of commercial secretary that has been developed in these towns. "He maintains in his office the leading books and periodicals on advertising, business promotion, foreign trade extension, credits, store efficiency, window trimming and so on. He advises merchants on their advertising copy. He inaugurates trade extension movements. He plans celebrations, municipal Christmas trees, down-town lighting systems. He sometimes has a vigilance committee that keeps fly-by-night, fire-sale fiends away, and discourages misleading advertising. He has a filing cabinet that contains the thumb prints of all the professional dead-beats of his town and other towns."

Built on service, that type of town and community must forge ahead, argues Mr. Powell.

All this is wholesome fare not only for those Canadian towns whose population has fallen off in recent years, but for the business men of all the smaller cities and towns, showing ways of fighting the tendency toward building up wealthy retail and mail order establishments in the Metropolitan cities at the expense of the retail interests of the smaller centres.



The Development of Readers.

FROM time to time temperance reformers have asserted that the liquor interests deliberately advise free distribution of drinks to the youth of the land, as this, as it were, would ensure the future demand. With the truth or falsity of the assertion Canadian Book News has nothing whatever to do, but that the statement has been made illustrates a point of great importance to booklovers, librarians, and booksellers. If there are to be heavy men drinkers there must be boy tipplers. If there are to be men and women readers, there must be boys and girls who are discovering the profit and pleasure which comes from reading.

In Buffalo, N.Y., this has been realized, and a system developed which is quite certain to stimulate the demand for books in future years. The Buffalo

system might well be introduced in many parts of Canada.

A paper read before the New York State Teachers' Association by Mrs. H. L. Elmendorf, explains thoroughly the action taken in Buffalo. The main features are these:

The libraries and the school principals work together. Those books kept in the class rooms for supplementary reading are carefully considered. Many, it has been discovered, are unsuitable for the pupils, and these have promptly been discarded. To the remaining books are added a goodly number from the public library—making the total number of books for the class at least as great as the number of pupils in the class. These books, moreover, are changed for others half way through the year, so that in a class of fifty each pupil would during one year have an opportunity to read one hundred books.

This consideration of the books by the principals, who know the boys and girls, and by the librarians, who know the books, results in a splendid selection. It means that books to suit the varied tastes are provided. In the lower forms, for instance, it means, that fairy tales of the best style will be read—an invaluable foundation, since these are so frequently referred to in literature of a more advanced character.

The joint consideration by librarian and teacher, moreover, results in the preparation of definite statistics. The classroom is turned into an experimental laboratory for the library. In actual practice it can be seen what the children really want—what they appreciate.

Already, as a result of this observation, a rather startling state of affairs has been revealed. In Buffalo now 418,000 books are in these school libraries. These are there on the pupils' wishes, yet only 45 per cent. of these books are fiction.

In a recently issued report the object of this library system is well summed up:

"Education does not cease when school days are over. In one way or another, every man educates himself, and much of the wisest and most interesting and agreeable education is that which a man chooses for himself in his reading."

* * *

"More and more it is felt that a public library and a public school have the same purpose and aim. Each in its own sphere is a public educator; and each can help the other; their duties are reciprocal—the library furnishes the school with books useful in school work, and helpful in giving the right bent to the child's thoughts and energies. The school, on the other hand, is bound to prepare the child to make a good use of the treasures which the library offers, by developing in him a love of good reading. If a child, when he leaves school, has formed the reading habit his education will be continued beyond the limit of his school days and he will be proof against many of the temptations which later life will bring."

Little need for pointing a moral. All bookmen can see what such an extension of the library would mean, if generally adopted throughout Canada. It would bring many to a real enjoyment of books. It would teach boys and girls that they may secure the books they wish from the library. It would also cause them to realize that many books exist which are better bought than borrowed — that they are assets well to have at home.

Such a system of developing readers would open to many a road of happiness. It is worthy of general introduction.



EDITORIAL NOTES.

THERE IS A tendency in some towns to stop price-cutting on staples. It is sincerely to be hoped that the movement will become general.

* * *

THE MERCHANT who keeps his collections up to the mark every day in the week and every week in the year will never find them particularly low.

* * *

DO AS LITTLE as you can is the creed of the clock-watcher. Do as much as you can and do it better is the axiom which makes the successful business man.

* * *

THE MERCHANT who can give his store a personality, who can raise it above the dead level of other stores in the street, has taken a long step in the direction of bigger profits.

* * *

ACCORDING to Henry Ford modern efficiency is simply the application of old-fashioned common-sense to new problems. Henry has pretty nearly hit the nail on the head.

* * *

WHILE THERE will always be a certain number of new customers come to your store every year, the maximum results can only be secured by using aggressive measures to get these and other people into the store for the first time.

* * *

THERE IS A BIG demand for novelties these days. They are a stimulus to buying; they coax trade. But they must be displayed to be sold. Try some novel way for displaying them and the otherwise unresponsive public may succumb to the double novelty.

* * *

FROM THE STANDPOINT of good business it is to be hoped that the practice of issuing cheques where there are no funds will soon be eliminated. The Minister of Justice of the Dominion has now in consideration the passing of legislation which will act as a deterrent upon this pernicious habit.

* * *

IT IS A FACT that catalogue buying can thrive only where the local dealers are sufficiently lacking in enterprise to let it grow. The local dealer has advantages which, if employed actively, reduce mail order buying, to a negligible quantity. If these advantages are used, the catalogue house, no matter how active a campaign it may make, will get but a slender share of the business.

* * *

BEING COURTEOUS is a habit which is likely to develop into a bank account. There have been surly men who have succeeded in business, perhaps because their employees were not surly, but fortune, nevertheless, has usually preferred to keep steady company with gentlemen. Good-will is what business is looking for. It is a part of its capital. It is never got by sour faces. It will not accept discourtesy, even in fiction. It demands good humor, a happy ending, a "there-I've-pleased-you" attitude on the part of the author.

How to Increase the Sales of Pennants

THE pennant as a salable novelty is still worth pushing. I find in my travels among the five and ten cent stores that there has been a tendency to neglect it, but those stores that have brought it forward and make a good display are selling large quantities.

There are pennants on the market that a season or two ago would have sold for fifty cents, but which can now be bought to retail at ten cents at a fair profit. In some localities more money can be got for them. Some people think a thing can not be good unless they pay a certain amount of money for it. They should be accommodated.

Pennants with pasted letters are the neatest, prettiest and most durable. They come in a greater variety and combination of color. One firm I know of can furnish something like forty different color combinations.

By way of starting the sale of pennants in your locality and making your store headquarters for them, I would suggest that you have a "Pennant Week."

For this occasion you can make pennants the main feature of your decorations. There will be banners and wall shields everywhere and one counter can be piled high with them. Or as high as your finances will permit!

You can have pennants with the name not only of your town, but for the different schools and educational institutions in your locality. Then there may be summer hotels, camps, trolley parks, places of interest of many kinds, and you should have pennants for all. Have a few made up with the name of your own store to use among the decorations.

If you prefer to do so, you can make "Pennant Week" the occasion to offer

a pennant free with every purchase of say, twenty-five cents.

"A 25c Pennant With Every 25c Purchase."

You can buy a pennant good enough for this purpose for something like nine dollars a gross. This would give you a small profit on the transaction and the advertising value of the sale would more than recompense you. After "Pennant Week" was over, you would find that your sales in that line would continue and be much better throughout the season than they would otherwise have been.

There will be occasions all through the season when pennants will be in demand. For camp and cottage and den they are always in order. Make them popular in your town and reap a corresponding profit.—Amos Woodbury Rideout in The 5c and 10c Magazine.

Traveling Salesman's Life Fine Field for Romance

Of all classes of characters the commercial traveler is probably the one of all others to whom least justice has been done by the novelist. His faults, which are often his very virtues as a business man, are so obvious that they make him an easy target for satire, while at the same time his orbit lies so much outside that of the ordinary novelist that his species has seldom or never been the subject of a sympathetic literary study. Yet the commercial traveler is one of the most important units in the business world. Despite him not, ye authors! He it is who has to sing your praises, little as you may deserve them, to the stony-hearted bookseller: who has to explain to the circulating library that this particular novel, unlike your last, will not bring a blush to the cheek of a maiden aunt, and otherwise perjure his immortal soul for you! You of course think that your books sell because they are great literature. Well! try selling them by yourself.

It is the traveler's business to know the soul of every one of his customers, his good days and his bad days, his every fad and fancy. He has to know whom to cajole and whom to bully—and what inducements to offer to each. He must not call to see Robinson on Monday, for he is apt to over-eat himself on Sunday and be livery in consequence. He must by no means call on Brown between one and one-thirty, for he is beginning to want his lunch and will be

irritable, and so on with all the others.

It is wonderful what a good traveler can do. I remember in one office there was an old and valued clerk to whom in order to keep him employed, the firm gave the duty, among others, of ordering the stationery and string. To him one day enter a traveler:

"Can I take your order for any string or brown paper to-day, sir?"

"No, thank you. We have all we require at present."

"Thank you, sir; better luck next time." (pause) "You will excuse me, sir, but would you think it rude of me if I were to enquire your age?"

"Certainly not; I shall be eighty next birthday."

"Well, you do surprise me! And do you mean to say that you do not wear glasses?"

"No. I have never used spectacles, and hope I shall never have to now."

"Well, I never heard anything to equal it! Why, here am I only forty-five and have had to take to pince-nez already. It is really marvellous."

Needless to say, that traveler went away with an order in his pocket.

Perhaps the most difficult thing that a traveler has to do is to know exactly how, when and where to entertain a customer. Of course in the book trade this sort of thing is now a thing of the past. But in the old days it was differ-

ent. There was one well-known firm that every year used to give a "sale" dinner to booksellers. After the dinner the booksellers made up their stock orders for books at special prices. At this dinner there was one particular bookseller who invariably partook somewhat too freely of the champagne and gave prodigious orders.

But these were always cancelled by his wife the next day.

About the same period there was a well-known "buyer" in the book trade who was said to be not averse to occasionally receiving presents of cigars and other commodities. A certain young and enterprising publisher determined to take advantage of this fact and to get on the soft side of this important personage. He found out in the course of conversation that the "buyer" judged champagne simply by the price, so one day he bought and had sent him a case of Broad's famous "Chateau Groseille — Cordon Vert—Gout Anglais," price 30s., and the gold foil on the bottles alone was worth it. Unfortunately a careless clerk sent the receipted bill with the champagne and the enterprising young publisher did not find out for months why his orders from Jones were so small.

A traveler's life is indeed a fine field for romance, and one that is practically virgin. Any novelist is welcome to this hint and undoubtedly some one will write a big book about it one day.—The Bodleian.

Sidelights on Trade Conditions in Canada

Reports and Suggestions From Representative Booksellers and Stationers—More About Necessary Trade Reforms.

Articles on publicity, especially co-operating with the "Movies" in the promotion of book sales and the articles on window display were what appealed most to H. Long of the staff of the book and stationery department of Henry Birks and Sons, Limited, of Montreal, Que. Mr. Long suggested that more space be devoted in Bookseller and Stationer to instructive and educational articles about goods sold in these stores, such as descriptions of the making of paper, the engraving and embossing processes, and similar articles. He was at present influenced by the advertisements appearing in Bookseller and Stationer more than anything else in the paper.

Another vital question which Mr. Long desired to see discussed was the cost of doing business. An article entitled "The Correct Way to Figure Profit," by Duncan G. George, will be presented in next month's issue.

Plenty Glory, Little Profit.

In Wincham, besides the regular book and stationery lines, George Mason & Sons sell china, glassware, fancy work, art silks, wools and various novelties. The china department is strongly specialized and a separate record of sales and expenses is kept. This firm sells wrapping paper, twine, paper bags, artists' supplies, including oil colors; sporting goods, office supplies, including furniture; but they do not sell cameras or photo supplies, nor pictures. In writing Bookseller and Stationer recently, Mr. Mason said: "This is a great business for an idealist (bookselling). He can shell out goods everlastingly and make nothing. The Pyne policy is great! Of course we live for glory and Heaven—profits are only secondary. We have to sell pins, needles and other things to make bookselling go."

Mr. Mason expressed a desire that something should be done to get a readjustment of school book prices to benefit the retailer.

School Books Again.

Another subscriber who expressed the desire to see the school book question taken up in Bookseller and Stationer and discussed from the standpoint of the retailer was J. A. Little, bookseller and stationer of Ridgetown, Ont. Mr. Little also suggested that more attention be paid to the wall-paper department. He said that he found the contents of the paper a considerable help and influence to him in his buying. The articles on profitable publicity, co-operation between merchants, as presented in recent issues, appealed especially to Mr. Little.

He includes in his store departments devoted to fancy goods, china, cut glass, novelties, sporting goods, artists' supplies, toys and wall-paper, but does not sell cameras or photo supplies, music or musical merchandise, nor does he conduct a circulating library. His buying is largely done from firms established in Canada, with the exception of wall-paper manufacturers in the United States.

Sells Municipal Supplies.

Significant information contained in advice forwarded to Bookseller and Stationer by E. L. Christie, bookseller and stationer of Brandon, Man., a city of 18,000 population, is that he specializes in municipal supplies and school furnishings. The Christie store has an office furniture department and the stock includes sporting goods, artists' supplies, music and musical merchandise, including phonographs; wall-paper, toys and pictures. There is no circulating library, nor departments devoted to cameras and photo supplies. Mr. Christie said that he was helped in his buying by the information contained in Bookseller and Stationer. He stated that he bought extensively direct from United States and British houses. Mr. Christie has been a subscriber for Bookseller and Stationer for the past ten years and expressed satisfaction with the service that is given.

Too Many Travellers?

J. C. Jardine of Summerside, P.E.I., writes Bookseller and Stationer that the general cutting up of the business in that town makes development along some lines rather difficult and this condition, he maintained, was largely the outcome of too many commercial travellers visiting that town, considering its size. Summerside has a population of 2,500. The result was that these salesmen placed stationery lines in stores where they did not belong! There are two distinctive book and stationery stores in Summerside besides which seven other stores sell stationery in greater or lesser quantities. Mr. Jardine said that he conducted a circulating library, sold novelties and artists' supplies to some extent, but did not sell sporting goods, cameras or supplies, wall-paper, toys, or pictures. He said that he was influenced to some extent in his buying by the contents of Bookseller and Stationer.

In a letter from H. B. Elliott, Wincham, Ont., he points out that in the paragraph referring to his store in the July issue of Bookseller and Stationer, in the article under the heading of "Sidelights on Trade Conditions in Canada," it was stated that he was one of

four stationers in that town, besides one drug store handling stationery. Mr. Elliott points out that this should have read, "H. B. Elliott is one of two stationers in that town besides which there are two drug stores and a jewelry store handling stationery there."

Although Mr. Elliott has been in the stationery business only a very short time, he has succeeded in building up a good healthy trade in spite of the unfavorable general business conditions. He has been especially successful in selling magazines and newspapers.

Wants "Selling Helps" Discussed.

W. F. Gordon of Qu'Appelle, Sask., who has been a subscriber for Bookseller and Stationer for the past three years, expressed satisfaction with the service it is giving him and suggested as topics for discussion in future issue, "Selling Helps and Store Arrangement." Qu'Appelle is a town of 800 population. It has two book and stationery stores besides which two drug stores handle books and stationery as side lines. Mr. Gordon includes with his book and stationery stock, postcards, novelties, sporting goods, music and musical instruments, wall-paper, cameras and supplies, with a developing and printing service. In books he specializes in fiction and conducts a circulating library. He stated that he was influenced by information contained in Bookseller and Stationer, particularly in his purchases of fiction.

Advertisements Appeal Strongly.

J. S. Copland, bookseller and stationer of Brockville, Ont., a city of 10,000 population, has been a regular reader of this paper for the past ten years. He said that the contents of recent issues which most appealed to him were the book articles and the advertisements of stationery houses. He was anxious to see discussed in Bookseller and Stationer the retail prices of reprint novels in Canada. There are in Brockville two book and stationery stores and one department store with a book and stationery department, besides three drug stores handling stationery as a side line. The Copland Bookstore has a circulating library and in addition to the regular book and stationery lines there are departments devoted to novelties, sporting goods, for children, and pictures. Cameras and photo supplies are not included in this stock, nor are music, musical instruments, or wall-paper. A considerable portion of the buying is done by placing orders direct with certain British publishing houses, who aggressively appeal for business in Canada.

PROFITABLE PUBLICITY

CO-OPERATING WITH NEWS-PAPERS.

IN considering the question of publicity, the bookseller should ever keep in mind that his business is of such a nature that his store is a veritable news bureau. In the books and periodicals, which are his stock-in-trade, are set forth information that will frequently be welcomed by the local newspapers, enabling them to embellish certain items of news with additional facts and figures, illustrations, descriptions and other explanations. Having that in mind, the bookseller should make it a point to keep thoroughly posted in a general way as to the contents of books and magazines in order to be in a position to offer suggestions to editors or their reporters.

This co-operation will promote reciprocal advances on the part of the editors. This is not intended to mean that the idea is to be used as a means of "grafting" free advertising space. The progressive merchant will use a reasonable amount of space for the regular form of advertising, but frequently the publication of certain articles will be advantageous to the newspaper because of its real interest for the readers, and at the same time the influence of the article will tend to help the bookseller's business.

In Canada the bookseller in almost every case is a dealer in sporting goods as well. Consequently the favorable presentation in the local newspapers of such a subject as tennis will develop wider interest in that game, and consequently a greater demand for tennis racquets, tennis balls, and other requisites, not to mention books of rules and other volumes treating upon the subject of tennis.

In the August "Century," Louis Graves, in an article on "The Rise of Tennis," says:

"Tennis has lost the reputation of being a pink-tea, handkerchief-in-the-sleeve, deah-old-Algy sort of affair, and has come to be recognized as spirited, red-blooded, fast. People thought its chief ingredient was milk-and-water; now they know it is ginger."

The general theme of this article is the startling increase in popularity of a game formerly enjoyed only by a few.

How economic changes have contributed to this development, tennis being a compact game in a day of crowded cities and rising land values, how the National Championship contest has been shifted from Newport to New York; what are the relative merits of turf and dirt in courts; who are the chief heroes of contemporary tennis; why California is turning out an almost abnormal number of good players, are among the questions discussed in an article which asserts that the old-fashioned non-aggressive style of play, is in no danger of falling into disrepute, despite the somewhat bellicose methods now largely in vogue.

This description of the article will be welcomed by the sporting editor of the newspaper. Offer it to him and see if this is not true.

To apply the benefit of its publication more particularly so as to help his business, it should prove remunerative for the dealer to run copy in the advertising columns of the same issue of the nature of the suggestion here reproduced.

Advertising Magazines.

Alexander's Book Store of Stratford, Ont., in a newspaper advertisement head in bold type, Magazines! Magazines! included this paragraph:

"You can have your choice from the most extensive magazine counter in the city if you come to Alexander's. English, American and Canadian magazines at standard prices. Every man can find what he desires. Fiction, electricity, sporting, mechanics, motoring, golfing, ladies' magazines, war magazines. Come in and choose some holiday reading. English war magazines will give you that insight you most desire into the big questions which are arising from time to time."

The advisability of using newspaper space to advertise magazines may be questioned by some dealers, but it is worthy of consideration here if only to impress upon dealers the fact that the magazine department is one worth while building up. It is true that the net profit, in view of express charges, is small, but this department can be made a wonderful magnet for attracting trade. There is something extremely interesting about new magazines, and the element of uncertainty of just what is going to be found within the covers has a mighty appeal for most people. Magazines are merchandise just as are pencils and pens and pads, but the very nature of magazines makes it easier to increase a demand for them to a far greater extent than in the case of more prosaic stock in trade. The magazine department should, therefore, have the keenest attention of the merchant because of the possibilities it affords, not only for increasing the business done in the magazine department itself, but on account of the vast benefit that will consequently accrue for the business as a whole. The more people that can be brought to the store regularly for the successive numbers of magazines the greater will be the chances of developing customers for the various other departments of the business. By all means keep building up the magazine department. Dig right in and give it every chance to expand. Do not rest satisfied with merely letting it shift for itself.

THE RISE OF TENNIS

THOUSANDS are playing the game to-day where hundreds played it just a few years ago.

GET INTO THE GAME!

We can fit you out so that you may start to-day.

Tennis Racquets \$1 to \$5

Tennis Balls 25c. to 50c.

Good Strong Nets at \$3

Rule Books 10 Cents

THE
BLANKTOWN BOOKSTORE
Sporting Goods Headquarters

Suggestion for advertisement to co-operate with news matter about Tennis in the newspapers.

Periodical Trade

Good Publicity Suggestions For Boosting This Department.

THE advertisement appearing here is a reduced reproduction of a newspaper advertisement, and it affords a good suggestion for other booksellers and newsdealers. Mr. Caughell is evidently alive to the wonderful force of this branch as a help in building up the business as a whole.

Our Newspaper and Magazine Service.

WE have now completed arrangements with the publishers of the following news papers to act as their agents here: London Free Press, London Advertiser, Globe, Mail & Empire, Telegraph, Toronto World, Detroit News, St. Thomas Times and St. Thomas Journal. We make three deliveries daily 7 a. m., 3.30 a. m. and 4.30 p. m. and cover the whole town each time.

We also have the following Sunday editions on sale each Friday and Saturday: Toronto World, Toronto News and Star, Detroit News, Toronto Saturday Night, Buffalo Express, Buffalo Courier, Buffalo Times, and others are being added. We receive every English, American and Canadian magazine for which there is any demand and have them on sale at all times.

We think we have the magazine and newspaper so well systematized that we now can handle it with the utmost satisfaction to you and we want all your business in both of these lines. Look up your newspaper receipts or dates now and make a note of the date your time expires and when it does expire let us have your name on "OUR" books.

We take advertising for any of the above papers at their rates. Also we take subscriptions for any newspaper or magazine to be sent to you by mail (payable in advance).

Let us have your Newspaper and Magazine business.

WHITE
DRUG
STORE

ERN. A. CAUGHELL
Druggist and Stationer
AYLMER, ONTARIO

Another example of this is afforded by Stedman Bros.' book store in Brantford. The writer was in that store on a Saturday night recently, and it was a revelation to observe the apparently endless string of customers calling for an almost equally numerous variety of periodicals. Not the least impressive was the despatch with which this business went forward. Sam Stedman with a corps of his assistants were literally kept on the jump. The pleasant exchange of greetings was impressive as indicative of a personal acquaintance with these customers on the part of the people of the store. The fact that about three hundred copies of the Toronto Sunday World are sold in the Stedman store every Saturday night will be sufficient to press home what has been said as to the extent of the news business done in this store.

While on the subject of the news trade, it is appropriate to refer here to a recent conversation which "Bookseller and Stationer" had with T. Bickersteth, of London, England, who is the head of the Imperial News Company. By the way, much of the credit for maintaining the preferred rates for transmission of

periodicals from Britain to Canada, the removal of which were threatened last year, are due to the indefatigable efforts of Mr. Bickersteth.

He told of certain enterprising news-dealers who make it a practice to put a large sign outside the store on British mail days announcing that British newspapers and magazines had just arrived. This had the effect of bringing many purchasers to the store, thus developing sales that would not otherwise have been made. This is a method which he thought should be generally adopted because of the enhanced periodical business that would result, and because the dealers would thus develop many regular customers, not only for periodicals, but for other lines carried in the store.

Some commendable co-operation with booksellers is being extended by McClelland, Goodchild and Stewart in connection with the selling of automobile books, such as "The Model T Ford Car," and other volumes by Victor Page. So enthusiastic are they as to the possibilities of selling these practical books that they are offering to supply them to dealers on sale. They point out that there are over 50,000 motor cars owned in Canada and that of these more than 30,000 are Fords. The suggestion is made that in each town the attention of owners of motor cars should be drawn to these books dealing with this subject. Every town has its quota of Ford cars and consequently prospects are good everywhere for selling this book dealing especially with the Ford. The same applies to books dealing with motor cycles and the information is given that in Ontario alone there are more than 25,000 motor cycle licenses.

These paragraphs are from a recent advertisement of 15-cent phonograph records run in the Kingston papers by The College Book Store of that city:

"Local owners of \$250 machines are regular purchasers of these records."

"Only the latest and most popular music carried in these records."

"Just the thing for camp or summer cottage."

Half-price Reduction Sale.

Jackman's Book Store, of North Bay, Ontario, conducted a book and music sale from June 15th to June 28th—a large stock of books and music being offered during that period at half-price to reduce stock. An additional offer of a 30-inch felt pennant was made to purchasers of books to the extent of \$1 or over.

Local News and Advertising.

As there is a song in every brook, and a story in every stone, so is there also an advertising possibility in every local engagement or wedding announcement that

appears in the society columns of your local newspapers.

For instance, when you read that some family of more or less social prominence announces the engagement of a daughter, why not capitalize this bit of news by sending the bride-elect a sample of plate-marked wedding stock with suitable engraving, calling her attention at this opportune time to the superior qualities of this stationery.

Or, when you read of a wedding soon to be celebrated, it would be to your good advantage to send the newly wed a sample of high-class notepaper suggesting its use in acknowledging the wedding gifts.

Still another opportunity of this character suggests itself in connection with birth announcements, sending samples from your regular line of these.

It seems that one or all of these suggestions should prove profitable if adopted.—Pull Together.



BRITISH INDUSTRIES FAIR.

The following from the Publishers' Circular of London, issued May 15th, will interest the Canadian trade:

The great exhibition organized by the Board of Trade in the campaign to capture enemy trades was opened on Monday last at the Agricultural Hall, Islington. Over six hundred firms are showing samples of British manufacture in trades which have been particularly susceptible to German and Austrian competition, viz., toys and games, earthenware and china, glass, fancy goods, cutlery, stationery and printing. The Fair will be open until May 21st.

The exhibit of the Oxford University Press (Mr. Humphrey Milford) shows that the oldest printing press in this country or in the world has been, and still is, capable of producing chromolithographic and collotype work and oriental and other printing quite equal, to say the least, to anything that Germany produced. Among the reproductions of ancient and oriental manuscripts, early printed books, drawings, etc., shown by Mr. Milford, may be mentioned those of the First Folio Shakespeare, the earliest editions of Shakespeare's Poems and Pericles, the Coptic Apocrypha in the dialect of Upper Egypt, the Athos Fragments of the Shepherd of Hermas, Queen Mary's Psalter, Bushman paintings from South Africa, etc.

It is a great pity that the Fair is not to be open for a much longer period. As one of the exhibitors, Messrs. Wm. Clowes & Sons, Ltd. (A 33, Printing Section), said to us, "It is worth a visit, to show how our manufacturers are trying to cut the Germans out."

Leather and Fancy Goods Tendencies

New York Letter Telling of New Offerings—Good Examples of Successful Merchandising in Department Stores—Lessons for Small Town Dealers.

NEW YORK, July 25.—Manufacturers of ladies' hand bags predict a good fall trade in this line.

The vogue of hand bags is getting stronger each recurring season and their popularity is not likely to diminish as long as women's dresses are made without pockets. They are seemingly more entrenched than ever in woman's affections. Instead of contenting themselves with one bag as formerly, most women who can afford it now buy a bag to suit each individual costume, that being considered to be the correct and proper thing.

The lines being shown are more than usually interesting and contain many new designs and attractive novelties. It is generally conceded that leather hand bags will lead those of any other material during the fall and winter season. Very few fabric bags are being featured; the use of soft finished leathers, fashioned and pleated like silk are favored to take their place.

The majority of the bags for fall are much smaller and flatter than those of last season, and as a rule are equipped with the regulation handles instead of the single pannier handles which were recently so popular.

Leather Novelties.

There is a larger assortment of leather novelties, particularly those designed for the use or comfort of the traveling public, than perhaps ever before. If these are properly displayed at the leather goods counter and introduced and featured by the salespeople as they deserve to be, a considerable increase in business should be the result.

A recent production is a leather covered journal, stamped on the outside "My American Trip." It contains a number of maps and notes about places of interest, together with information about railroad and steamship rates, etc. Another convenience for the traveler is a correspondence card case containing cards and envelopes, an address book and a place for a fountain pen.

Little watch clocks in flat folding cases that may be easily slipped into a vest pocket or a lady's hand bag are being shown in morocco, pigskin and vachette in a number of colors. Those in soft grays and old blues being especially attractive. Then there are leather jewel cases with velvet lined compartments for rings, bracelets, watches, etc., provided with lock and key that are very practical and useful.

A Lesson for Small Retailers.

The fact that the large department store proprietors are fully awake to the importance of the toilet goods department and the opportunities it presents for both business and profits, as evidenced by the constantly increasing attention being paid to it, should serve to point a moral to many smaller merchants.

How many of the proprietors of these stores go after the business with a clear conception of its possibilities?

This department could be made productive all the year round with a reasonable degree of attention to display. Very often the sole showing is made in some out-of-the-way corner, where the attention of the customer is not likely to be attracted. Under such a handicap the business is bound to be slow.

Travellers' Requisites.

Among the new samples of articles expressly designed for the use of travelers are many new designs of rubber lined cretonne cases, made to contain a variety of traveling requisites.

Many of the new patterns are most comprehensive and are made to hold quite an assortment of articles, including hair and tooth brushes, sponge, wash rag, comb and also a complete line of manicure articles. These travelers' helps have become so popular and such large assortments of styles are being shown, that during the spring and summer season a very large portion of some of the finest toilet goods departments are devoted to their display and sale.

It would appear desirable for buyers to at least sample some of the best of the new designs early in the season, in order to ascertain their merits and selling qualities, so that if they are found to be quick sellers and superior to the old styles, assortments could be put in stock and the old styles closed out as soon as possible.

As to Brushes.

Many buyers of toilet goods underestimate the importance of keeping a full and well selected stock of brushes. This is a grievous mistake—for there is no line of merchandise sold in this department which demands such careful and judicious buying as that of toilet brushes.

Increasing Demand for Manicure Goods.

According to all accounts the business in manicure articles of all kinds is increasing at a tremendous rate, particu-

larly in the large department stores which pay considerable attention to this particular branch of their business.

This steady and satisfactory increase of business in this branch of the toilet goods business should be carefully watched and taken advantage of, not only by buyers in the large cities, but in the smaller towns as well.

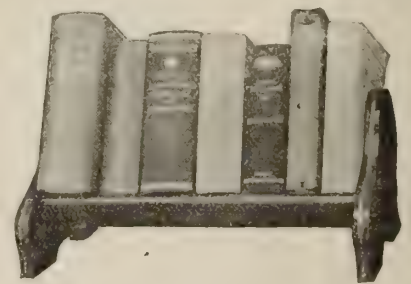
In order to be successful in this particular line the buyer should not only have an accurate conception of the wants of customers, but he should have a technical knowledge of the practical side of the business, so that he may be in a position personally to instruct customers, as to the proper care of the nails and the implements and preparations which could be used to advantage.

This knowledge should be imparted, as far as possible, to the salespeople, who, by reason of their familiarity with the subject, would prove better able to wait upon customers and advise them what articles to select and how to use them.

Inlaid Fancy Articles.

One of the most successful efforts to replace Continental productions is that of the Inlaid Wood and Allied Arts Manufacturing Co., Ltd., who have established a factory at Cromer, Norfolk, Eng., for the production of the finest inlaid fancy articles.

A very comprehensive series of useful



articles is now being offered with a veneering of beautiful woods, the natural markings or grainings of which are brought out in a pronounced and remarkable manner by an entirely new process. Among the woods utilized are thuya, ash, satin, grey sycamore, walnut and other species, the effect produced by means of the new invention being unique and extremely attractive. The surface of a particular kind of wood looks for all the world like tortoise-shell, another has a glossy satin-like sheen, another resembles velvet, and yet another has the appearance of a textile fabric, richly and intricately marked, and with, apparently, a convoluted surface. The different

woods employed yield a great variety of very charmingly marked surfaces, which are used as a veneer and make strikingly handsome articles that cannot fail to be admired both by reason of the natural beauty of the material treated and the tasteful designs of the articles themselves. Thus there are several designs in tea caddies, also cigarette boxes, photo-frames, playing card boxes, clock cases, book rests, stationery cabinets, trays, needle-work stands, writing tables, trinket boxes, jewel cases, handkerchief and glove boxes, pen racks, inkstands, and many more.



At their factory the Company have just installed costly machinery specially devised to carry out many of the delicate and intricate operations involved in veneering and marquetry, although a good deal of hand work is found to be indispensable; and in addition to the numerous fancy articles in the new veneer, they are prepared to supply to customers' orders any pattern of antique boxes, tables, writing desks, and the like, faithfully reproduced from copy. It should be added that the beauty and value of many of the articles above mentioned are increased by artistic inlaid ornaments and edges.

Wooden tea trays constitute another line being made by this firm to replace German-made goods. In Stuttgart alone, one concern employed 1,000 hands in the manufacture of this article alone. The plant laid down is replete with electrical screw-drivers and other most modern labor-saving devices.

A complete line of mechanical trains specially lithographed for the Canadian trade has been prepared. These bear the names of the best known Canadian railways, and represent a high grade of lithographic work. The mechanical parts of these trains and the regular styles have been strengthened, simplified and improved in many ways—brass gears are used, the silvered steel springs are exposed, and automatic brakes are used. Another feature of the line this year is shown in offering the necessary construction pieces for making bridges, tunnels, etc. Several very strong dollar outfits are being offered.

CRIPPLED BY THE WAR. United States Manufacturers Take Advantage of Opportunity and are Developing Business, Replacing German Goods.

The following paragraphs from the New York Herald indicate how American manufacturers have been taking advantage of the situation in regard to the toy trade by reason of the shutting out of German-made goods. In Canada there has been some development, with one or two outstanding instances of strong new concerns being organized to engage in toy and doll making, but in view of the enormous demand for these goods, it would seem that not sufficient enterprise has been shown by Canadians.

With every advantage in their favor and backed up by the assurance of any material assistance which it may be in the power of the Government to offer, United States manufacturers of toys are now enlarging their facilities with the prospect of making an active bid for the foreign as well as the domestic trade.

One toy manufacturer in Massachusetts is employing about three hundred hands, more than twice the number on his payroll than at the beginning of the war, and others have shown a proportionate expansion. There are some toys which will always come from Germany, under normal conditions, of course, because of the high development of the industry in that country, but there

made at this early day, and as this country annually buys \$6,000,000 worth of miscellaneous toys in Germany, the importance of the situation is readily recognized.

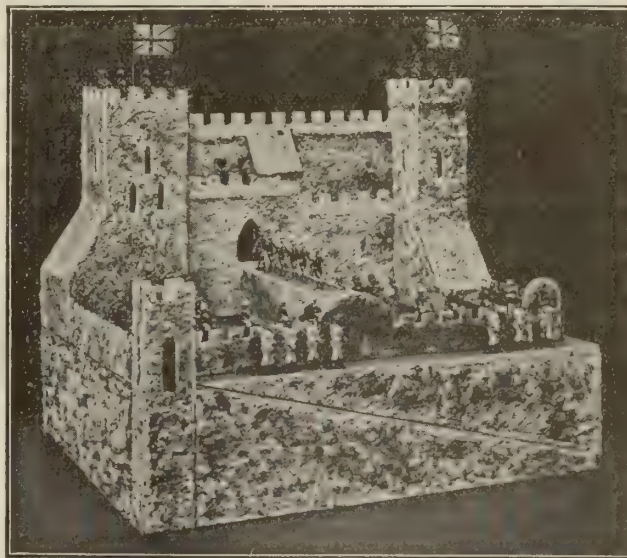


HOME MADE TOYS.

Last Autumn, a number of Quebec women, actuated by the laudable desire to create a new and profitable Canadian industry in the manufacture of children's toys to replace the German goods of that class, which had hitherto monopolized our markets and at the same time to encourage throughout rural districts the revival of many formerly very popular domestic industries, held a very successful exhibition of home-made toys which showed Quebec talent, versatility and deftness. It is proposed to hold another exhibition of the same kind in Quebec this year.



The accompanying illustration shows one of the many models of existing famous buildings, chiefly toy forts, castles, etc., made by Compocastles, Limited, of London, England. These models are constructed from a new composition, giving a realistic resemblance to old stone walls. The material is light in weight and is fireproof. It is interesting to observe here the same concern antici-



are many which can be made on a competitive basis in the United States.

Particular reference is made to the manufacture of dolls, of which the United States formerly bought more than \$2,000,000 worth, or more than one-fifth of the total production, in Sax-Coburg-Gotha. The embargo will shut off all this trade, and American manufacturers seek to supply the market. Purchases for holiday delivery are being

pates bringing out lines of toy soldiers to replace these goods formerly imported from Germany.



The famous "Tipperary Pup" is now offered in hand motion form. This amusing little puppy is enjoying a tremendous popularity at this time and the new form should make the little dog a real blue ribbon winner.

FIVE TO TWENTY-FIVE CENT BUSINESS

Variety Trade News

Shoe Shining Outfit.

A GOOD seller at 15c is an outfit which when closed is about the size of an ordinary purse but which when opened discloses a box of shoe polish, lamb's wool dobber, lamb's wool polisher and a polishing mit that slips over the hand by using the inside of the leather case which holds the whole outfit.

A Flying Bird.

The intense interest in aviation assures a good demand for a flying bird put out by a United States maker. By means of a spinner which sends it into the air the bird will reach a height of a hundred feet.

Razor Blade Specialties.

The Boston safety razor and such articles as paring knives with razor blades, corn razors, cigar cutters, razor blade seam rippers and paring knives are obtainable at a cost to the trade of less than five cents each.

Burglar Proof Door Lock.

A guaranteed door lock characterized as being "burglar proof" is a novelty that will sell readily.

Top Spins in the Air.

An aerial top is a recent offering, but it will spin on the ground as well. It will rise to a height of nearly a hundred feet.

Telescopic Fly Swatters.

The "Always Ready" telescopic fly swatter closes up to the size of a pencil. A spring releases flexible wires that serve admirably for swatting. It retails at 15c.

Popular Statuettes.

Made of "Durable Compo," finished in antique or modern bronze, statuettes of "Charlie Chaplin," "Mutt" and "Jeff," "September Morn" and "Safety First," are now being offered the trade.

New Cigarette Cases.

Cigarette cases of an improved model when opened, automatically "hands you a cigarette."

Pocket Knives With Pictures.

Pocket knives are being offered with a

series of pictures of actresses, etc., reproduced on the handles.

Good Profit in Sheet Pictures.

Hundreds of attractive subjects in sheet pictures, colored, half tones, lithographs, etc., can be bought at a dollar a thousand, suitable for sale as bought or for use in making calendars, inserting in slip-in mounts or for framing. Live stationers can use them in many ways to create new and highly profitable business.

Household Specialties.

Shelf brackets, camp spoons, coat and hat hooks, ceiling hooks are household specialty items suitable for the 5c to 25c department. So are tumblers, pitchers and other items of glassware, as well as chinaware of various descriptions. Various hardware specialties may also be mentioned, such as hammers, hatchets, scissors, pincers, awls, saws, etc. Baskets suitable for this trade are obtainable in endless variety. Twine of different thicknesses affords another line capable of wide sale, so do brushes, whisks, fans, and different items of woodenware. In reading these paragraphs, naturally some dealers, especially those in the cities, may feel that it would not be advisable for them to stock such lines as those mentioned here, but it must be remembered that there is a vast difference between the bookseller in Montreal or Toronto, who can do a thriving business with books alone, and the merchant in the village or small town, who would be inviting the sheriff to his store were he to endeavor to make a living by the sale of books exclusively. Bookseller and Stationer endeavors, therefore, to present in its reading matter information adaptable to all classes of merchants connected with the book and stationery trades. The dealer himself must be the judge as to whether suggestions afforded are applicable to his own particular business.

One large distributing house makes a specialty of \$15 assortments, including such items as three-piece manicure sets to retail at 15c, mounted on an attractive card; ladies' hand bag with six-inch nickel frames to retail at 25c; ivory files to sell at 15c; powder puffs and face chamois to retail at 5 and 10c, put up in sanitary envelopes and new novelty

circle or spot pin sets, put up in fancy cards to retail at 15c. In addition to these items the assortment includes a goodly variety of quick selling jewelry.



Look After the Children.

HOW much attention are you accustomed to pay to the child shopper? Do you wait upon her in her turn, or are you accustomed to overlook her and attend to the demands of the grown-ups who, you think, will be bigger buyers?

The little girl is, perhaps, making her first visit alone to the store. To her it is an event. She will remember everything that happens as long as she lives. Any little extra attention you pay her will come back to you a hundredfold. And if you slight her?

Well, just remember this: Little girls grow up very rapidly. It will be only a few years before she is mistress of her own spending money and very likely a liberal buyer. A few years more and she will be selecting a trousseau. Do you want her trade then?

Cater to it now. If you slight her, you may drive her from your counter, and from the store forever. But if you treat her with a little extra politeness, which pleases her and costs you nothing, you will probably make a lifelong friend and customer.



Lawn Parties.

This is the season of lawn parties. Feature your dessert saucers or fruit dishes, with paper napkins, and notice the increased sales.

If you have centre posts in your store, run wire from your posts to your ledges on both sides, and hang up Japanese lanterns. This not only trims your store, but increases the sale.

People going away on a vacation always want a box of paper. Feature it for them, and put a nice sign on it. "Just the thing for vacations."—5 and 10c Magazine.



Footprints in the sands of time are never made by men with chronic cold feet.



Industrial Bureau where the convention was held.

Convention of Manitoba Merchants

IN Winnipeg on July 6th and following days was held the annual convention of the Manitoba branch of the Retail Merchants' Association of Canada. About 200 delegates attended.

It was in reality a "get-together" meeting to discuss ways and means of improving business conditions and effecting desired changes in retail methods.

C. F. Rennard, president of the Manitoba Association, in the course of his message said:

"Manitoba should at least enroll 2,000 members as soon as possible. Developments are going on that threaten the very existence of the regular dealers throughout the country. There must be no jealousies as between one section and another. Matters too vital are at stake. It is imperative that the storekeepers rise to the occasion as never before.

"With only a few members it is impossible to accomplish much, and the first 300 or 400 members' dues are all eaten up with overhead expenses. It is just as in your own business. It requires a certain amount to pay expenses. Now, gentlemen, I want to be frank with you, I am going to hit right out at you, no matter how hard it strikes you. I have made a personal canvass of some towns in the province, and it is the same in Winnipeg. You lack enthusiasm, you are luke-warm, you don't seem to care. I am asked—What are you going to organize for? What have you been doing? Why don't you get other merchants to join? What do we get out of it? Yes, it would be a good thing, but I am afraid I cannot go. (I will leave it to the others.) We will come to the convention if—if—if (all manner of excuses).

"You are business men, and I want to talk to you in a business way. You are anxious to know for what this association stands. There is a great deal of

doubt in the minds of some men, and possibly they have a good reason to doubt as to whether this association has accomplished anything or not. You do not mind spending \$10 so long as you get the worth of it. If the fee were \$100 and you knew you were going to get the worth of it, you would pay it without a murmur. This association is an investment, and if it has benefits you want to get them, and you want to know for what it stands; that is good judgment.

"The Dominion board has accomplished many things that we now enjoy, and for which we feel grateful. One of which was the abolition of the trading stamp, and what a curse that was to the retail trade."

The speaker dealt with the co-operative movement of the Grain Growers'

Association and the way it threatened the very existence of retail merchants.

"Shall we fight them, and how shall we do it? That is the problem. The first way I would fight them is this. Treat the farmer as your best friend. Interest him in giving him your best service, assure him you will do your best to give him merchandise as cheap as it is possible considering quality and value. All you merchants in your big or little town get your heads together and work out the best method (and we will help you) to interest the farmer to keep the dollars at home to build up your home town and make it bigger and better."

Among the speakers was President Helliwell of the Canadian Credit Men's Association, who said:



Views of Winnipeg City.

"In a census of our membership recently taken it was found that 90 per cent. of the members had voted that business conditions were better to-day than they were a year ago."

He touched briefly on the relations between wholesalers, the creditmen, manufacturers and the retailers. "There are and will arrive matters for discussion and dissension between us," he said. "If there weren't, we wouldn't be here; we would all be living in Heaven. The only way to get to a solution of our problem is to get together as we are doing to-day."

Mr. Helliwell outlined briefly the aim and object of the Canadian Creditmen's Association. The prime object was to help the honest merchant to build up his business, to put the dishonest merchant where he could do no harm, and to thereby entitle the honest merchant to a fair legitimate profit. He gave as his definition of credit, "An absolute confidence where two men are concerned." He referred to the great improvements which had been made in the past few years in systems of bookkeeping. "Over half the failures in business would never have taken place, had the merchants known at all times just where they stood," he said. "If you don't know exactly how you stand at all times you are living in a fool's paradise."

Resolutions Adopted.

"Resolved, that this convention go on record as being in favor of the inspection fees for weights and measures being paid from the consolidated revenue of the Dominion of Canada, the same as customs houses are paid to-day."

"Resolved, that the provincial executive be requested to take such steps as may be necessary to have the name of the property owners arranged at the land titles office alphabetically."

Co-operative Buying.

"Resolved, that this convention recommends to all local branches that they endeavor to get together and institute a system of co-operative buying among members of the same class of trade, and that the provincial executive be requested to give every assistance possible toward that end."

Re manufacturers charging for gross. After discussion, it was determined that no retail merchant should accept goods so charged, but claim a credit for all shortage on goods charged for.

Re amendments to Hawkers and Pedlars Act, licensing those who use a box car or vacant lot to distribute their goods, charging the license fee imposed by this Act, and in addition a local license in the place where they do business.

"Resolved, that this convention re-

quest the Dominion Board to petition the Dominion Government to pass such legislation as may be necessary to standardize all goods possible, and also to recommend the standardizing of the gauge of wire, fencing, etc."

"Resolved, that this convention endorses the request of the Salmon Arm Produce Co. to encourage members to support growing in Canada, and could offer equal prices and better quality than other growers."

Bankruptcy Court.

Re establishment of a bankruptcy court. Resolutions committee referred this matter to the provincial executive.

Re Bulk Sales Act. "Resolved, that this convention requests the provincial executive to thoroughly examine the provisions of the Bulk Sales Act, with a view to applying for any amendment thereto, or changes in connection therewith, that they may think necessary."

"Resolved, that this convention desires to place on record its high appreciation of the valuable work done by the executive of the Manitoba branch of the Retail Merchants' Association of Canada, Inc., during the past year. The results of their earnest efforts are not fully known to us. We know something of what they have accomplished, while the many matters they have presented to the Provincial Government by way of improved legislation have not yet borne fruit in a definite form, yet we hope and expect they will do so in the near future and result in great good for merchants generally."

Re bankrupt stocks. "That the Credit Men's Association be requested to establish a clearing house for bankrupt stocks and clearing lines, so as to obviate the possibility of stocks being slaughtered in the districts in which the failures took place."

Re business tax. The convention went on record as against the business tax system, and recommended that the necessary efforts be employed to abolish same.

Freight Rates and Cartage.

Re freight rates and cartage. The provincial executive was asked to take action in the matter.

The association passed a resolution as being in sympathy with the Federal and Provincial Governments of Manitoba, Saskatchewan and Alberta, in a practical means to increase primary production, especially along the lines of mixed farming.

The association unanimously voted to put itself on record to instruct the executive and the advisory board to take steps towards the payment of wages to employees of corporations weekly, said wages to be paid in cash instead of cheques.

BUSINESS LEAKS.

The most important things in retail merchandising are the small things. Stop worrying about the things you call big and look more to the small things. Don't get mixed about this direction; follow the small details and the accumulation will be large. Too many merchants are thinking of expending before they perfect the foundation. Do you know the cost of doing business? Are you one of those who buy an article for \$4.25 and sell it for \$5 and figure that you are making 75 cents? One merchant we know figured this way and it took the sheriff and an expert accountant to demonstrate to him that he had lost ten cents on the transaction. Do you check your invoices? Do you examine your freight classifications? Are you trying to do a banking business or a mercantile business? Are you, in the slang of the day, on the job? Are you giving service, profitable service to yourself and trade? Don't apologize for making a profit. The man who makes a profit serves best. Have you instilled in your clerks loyalty to your trade and yourself? Do you and they realize that 37 inches for a yard of 25c fabric is a loss of 4-5 cents; of 50c, a loss of 12-5c; of 75c, a loss of 21-10c; of \$1, a loss of 7 1/2c. Basing profits at 50 per cent. on the cost, this means another loss of nearly 3 per cent., and, remember just one inch more did the trick. Now, apply this to the articles you weigh in ounces. For the sake of the business look after the little big things. You don't get small by following these directions. You grow big by taking care of the small things.—5c and 10c Magazine.



"CHATTING."

As long as customers like to talk, why not make your conversation purposeful? Don't take up all the valuable time during which you are waiting on customers in talking about the weather. Introduce some real business into your talk. It is more to your advantage to say, "We have just received the very latest novelties," than to confine your talk to weather reports. Your customer has already heard all about the weather in other stores, and it will be a relief to him to have you introduce something else into the conversation. Without talking "shon" too much, it is possible to mention business interestingly. There is no reason for ignoring altogether one's surrounding of salable goods.



Good delivery service is an essential factor in securing trade to-day. The merchant who neglects this end of his business, even though he compares favorably with his competitors in other ways is not going to meet with as great success as if his service was of the best.

Cardwriting Made Easy

by R.T.D. Edwards

Lesson No. 7.

IN this lesson I have taken up an entirely new phase of brush work—brush stroke Roman lettering. To some beginners this class of work may at first appear very difficult, but when mastered it is comparatively easy and is used extensively by showcard writers.

In this lesson I will also explain how the card writer, who is unable to secure prepared materials for card-writing, can mix his own colors from materials which may be secured from any hardware or drug store. Cardwriters throughout Canada and the United States use the "brush stroke Roman lettering" quite extensively, on cards which are to be executed quickly and yet are expected to have the appearance of well-finished work. In this style of lettering all strokes are made with one sweep of the brush. To some beginners it may appear rather difficult to make wide and narrow strokes with one stroke of the same brush, but nevertheless it can be done, and when you have acquired the knack, you have the secret of brush stroke Roman letter.

Getting the Brushes Ready.

One of the most important things to bear in mind is that your brush must be kept in perfect condition. All expert card-writers take pride in having well-cared for brushes.

Fig. 3 accompanying this article shows a side and a front view of a brush in good working order. The brush after being filled with color must be worked out to a

chisel point on a piece of cardboard or glass, and must be kept in that shape in order to do the work properly.

The wide lines are made with the full width of the brush and the narrow lines are made by turning the brush sideways. This can be accomplished by rolling or turning the brush between the thumb and fore-finger.

Charts of Letters and Figures.

You will observe that the charts accompanying this article show the upper case of the alphabet and numerals. The lower case to the alphabet will appear in the next lesson (No. 8). On examining the chart please note the letter "A",—this letter is a good example. You will note that on this letter as well as on all others the strokes are numbered—and the small show the direction of the stroke. In the letter "A", stroke No. 1 is made with the side of the brush. Stroke No. 2 is made with the full width of the brush. Care should be taken in executing the work where the two strokes meet at the top of the letter. Stroke No. 3 also shown in letter "A", is a more difficult stroke than the others and requires considerable practice. It is made by holding the brush firmly between the fingers and drawing a "wavy" stroke. The spurs on the letter "A" and similar ones on all other letters are made with three distinct strokes—all being made when the color is low in the brush. The narrow portion of the brush is used mostly in making the spurs.

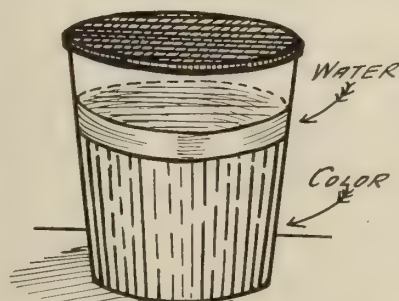
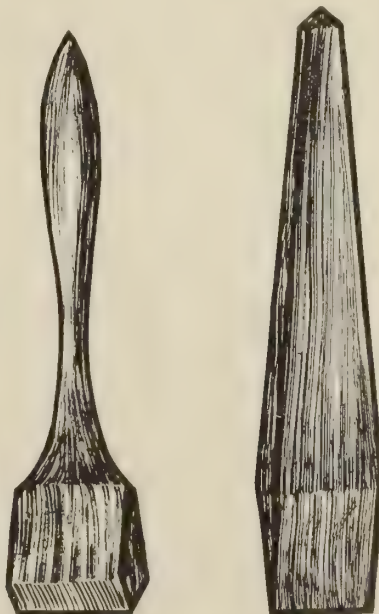
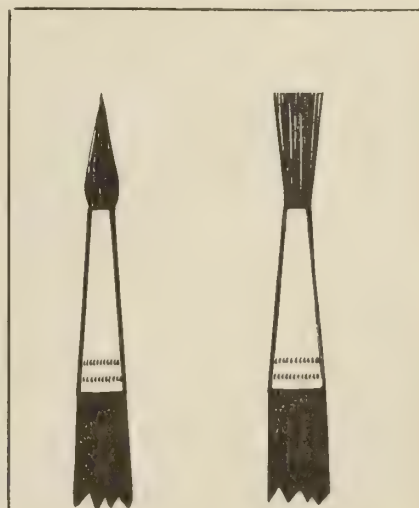


Fig. 1.



Suggestions for
Home-made paddles
for mixing color

Fig. 2.



Side View — Front View
Showing the proper shape
of brush for making
"Brush Stroke Roman".

Fig. 3.

Work Quickly on Curved Lines.

The letter "C" must be made quickly, as all letters with curved lines must be. No finishing stroke or spurs are required if the brush is lifted properly. The letter "D" is a two-stroke letter with the same class of spurs as the letter "B". This stroke should be practised many times.

Letters "E" and "F" are more difficult. I would like to direct your attention to the spurs at the right of stroke No. 2 on letters E and F. These spurs are made with one stroke and this can be accomplished by turning the brush in the fingers and lifting at the same time.

Stroke No. 3 on letters E and F is similar to stroke No. 3 of the letter "A." This stroke requires much practice and the beginner should not become discouraged if he at first encounters difficulty in doing this work. The letter "G" has three main strokes. No. 2 stroke is finished without a spur. The spur at the top of stroke No. 3 is just the reverse to the strokes on letter "A."

In making the letter "H", care should be taken to get the two down strokes of this letter the same width at all points. Stroke No. 3 should be slightly above the middle of the letter.

The most important point in making the letter "I" is to get it correctly at right angles with the guide line.

The "J" is a two-stroke letter, the practice secured in making preceding letters is found most useful in arranging the formation of this letter. In making the letter "J" be sure and see that the line curves before it touches the lower guide line.

The formation of the letter "K" is also rather difficult and it will be found that a great deal of practice will be necessary before you are able to make the letter easily. The student should note that the spurs at the end of stroke No. 2 must not extend as far to the right as those on the end of stroke No. 3.

Letter "L" is a two-stroke letter. The spur on the end of stroke No. 2 is made in the same manner as that of stroke No. 4 of the letter "E."

The most difficult part of "M" and "N" is the finishing of stroke No. 2. This being a wide stroke the brush must be brought down full width and when near the bottom the edge must be turned to get the narrow point. Note the exercise preceding the letter "N." The spurs on the ends of the narrow strokes are also rather difficult for beginners. They are made the same as on the wider strokes but more care must be exercised to keep the brush from overrunning the narrower lines.

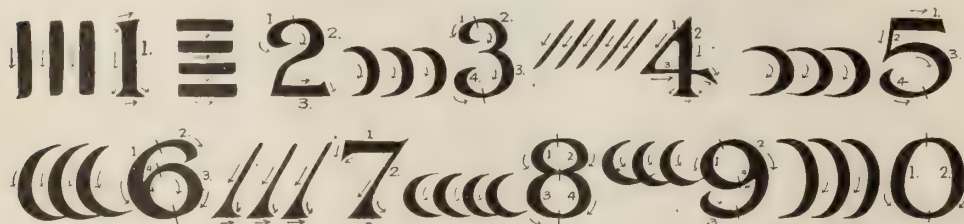
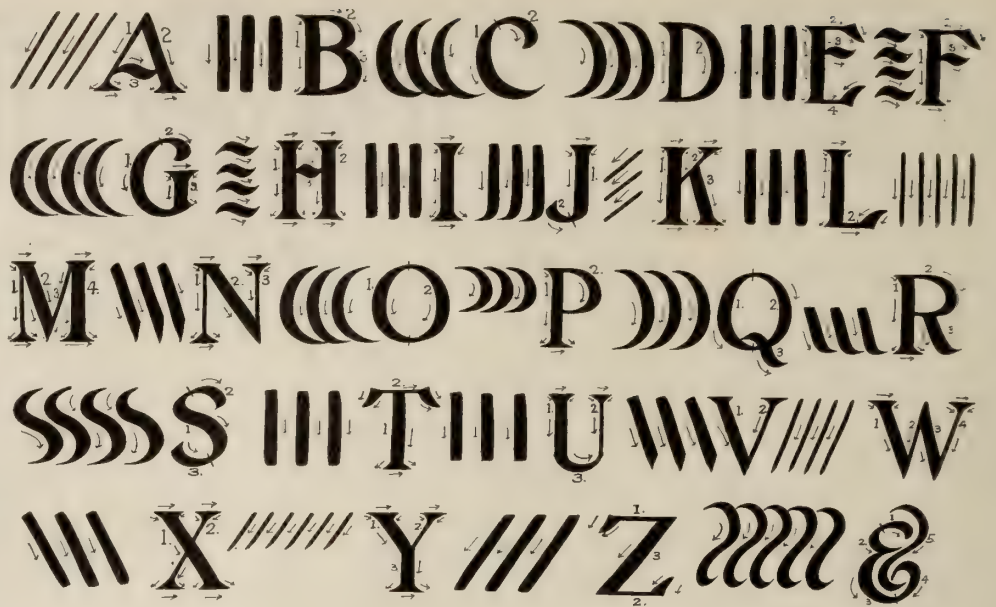


Chart 7.

R. D. Edwards



Care and practice is necessary in making the letter "O". It is a two-stroke letter the card-writer should use care in joining the strokes.

In forming the letter "P" the end of stroke 2 should meet stroke 1 mid-way between the guide line.

The letter "Q" is simply the letter "O" with the addition of stroke No. 3 as shown on the chart. Stroke No. 3 requires much practice.

The letter "R" is similar in construction to the letter "P" with the addition of stroke No. 3. The end of the stroke extends slightly beyond that of the above loop.

The letter "S" is made with three strokes without the necessity of spurs or finishing strokes. The end of stroke No. 2 is very often extended to the right of the lower part of the letter, for purposes of effect only. I would advise you to stick to the formation shown in the chart.

In forming the letter "T" stroke No. 1 should meet stroke 2 in the centre. The spurs of this letter are made with one sweep of the brush.

In the letter "U," strokes No. 1 and 2 do not reach the lower guide line. The brush should be stopped within a quarter-inch above this line. Stroke 3 joins strokes 1 and 2.

"W" is a Difficult Letter.

The letters "V" and "W" are somewhat similar in formation. Stroke 3 of the latter is one of the most difficult strokes in the whole course. It has to be started with the edge of the brush and brought down with a wide stroke and ending by turning brush to get the point. In forming the letter "X," stroke 2 should cross stroke 1 about half way between the guide lines. The three strokes forming the letter "Y" should be joined at equal distances between the guide lines. The spurs of the letter "Z" are made with one stroke and should not extend beyond the points above or below them.

In the chart showing the figures, it will be noted that the same brush stroke idea is followed out. If any difficulty is experienced by the beginner it will probably be with the letter "7", as it is

usually considered the hardest letter to balance up.

Work on the Numerals.

Figure 4 will give you a good idea how to start practising this work. Draw out the guide lines about an inch and a half apart, and with your No. 6 red sable brush practise each letter and exercise in the whole chart. Do not skip any of the letters. Take each one up in turn and don't forget that constant practice will soon make you perfect. Accompanying this article in addition to the charts and figures, are two seasonable show card suggestions in which the lettering is, "brush-stroke Roman."

Card writers and students sometimes experience difficulty in securing proper colors. This applies more especially to those located in small towns where there are no art supply stores. Some card writers prefer to send away to some of the large supply houses for materials, while others would rather purchase materials locally. For those who wish to secure supplies locally I will explain how the card writer can mix his own colors and have them whenever he wants them, and also have almost any color he may desire.

In every town there are hardware stores where



painters' supplies are sold. At these stores you will find that a good assortment of dry paint colors is always carried in stock. These colors range in cost from 5 cents per pound upwards according to the color and quality.

For the beginner I would suggest the following colors, ultramarine blue, vermilion, chrome yellow and white and black.

In the next lesson I will take up in detail the mixing of two or more colors to secure certain desirable shades. black. (In the next lesson I will take up in detail the mixing of two or more colors to secure certain desirable shades. One pound or even less of each color will be plenty to start with and will last for a long time. First secure five glass jars similar to jelly jars with tin covers. Tin receptacles should not be used because they rust, use glass containers if available. Glass jars with screw tops are the best because the contents are kept air-tight.

Adding Mucilage.

After placing the dry color in the receptacle, filling

about two-thirds full pour in small quantities of water mixing thoroughly until the contents are thoroughly mixed and all lumps have disappeared. Enough water should be added until the mixture flows like thick syrup. Add about three teaspoons of good clear mucilage to the mixture. After again mixing thoroughly place the cover on tightly and allow to stand for one or two days. The mucilage is added as a sizing and prevents the color from rubbing off after it has been applied to the show cards. Gum arabic, obtainable at drug stores, is the best kind to use. It is almost colorless and does not affect the color of the paint. It comes in dry form and must be dissolved in hot water before being placed in the color. Black is used more than any other color. Most card writers use dry drop-black and mix it as needed. Should the colors become lumpy after mixing add a small quantity of wood alcohol. For white use dry zinc white or flake white and proceed in the same manner as with the other colors.

In all hardware and paint shops you will also find that they carry distemper in glass containers. These are dry colors ground in water and are often used by show card writers. In using distemper colors, just mix what is needed at one time and do not attempt to mix up the whole contents at one time. Distemper colors can be thinned down as required. In order to keep the coloring in good condition, follow the suggestion given in Figure 1 by keeping the color covered by water. This will prevent the color from drying out and save much time which might otherwise be lost in softening colors.

Figure 2 shows two styles of paddles for mixing colors. These are only suggestions. There are many other shapes you can make that will serve the purpose. Paddles can be easily made from cedar or pine, and all cardwriters should keep a supply always on hand.



FOUNTAIN PEN POINTS.

Many of the high schools have regular business courses teaching bookkeeping and stenography. Don't overlook the possibility of selling stenographers' points here. All speed records are held by users of fountain pens, the characters are clearer and the notes can more easily be read when cold.

Pen clerks sometimes use blotting paper for drying pen caps. The wiser way is to wind tissue paper about a pencil. Be cautious to remove quickly and not leave any paper in the cap. Wads of paper in caps often cause bent pen points, and more frequently cover the vent holes, preventing the escape of moisture generated by the warmth of the owner's body.—The Pen Prophet.



CAMERA VERSUS PENCIL.

It is well known that for the purpose of illustrating scenes and episodes that depend largely upon the imaginative resourcefulness of the artist, the pencil surpasses the camera. The record made by a photograph lacks the artistic touch or picturesque setting of a well-executed pencil sketch. The great illustrated weeklies of London, Paris and Berlin are filled with stirring pictures of the present European war, which, with the exception of the portraits of the killed and wounded, are the result of the pencil and brush by clever artists, and based entirely on descriptions received by telegraph or on hearsay reports and rumors. In some of the representations of actual carnage, the camera would have been powerless to depict the vividness and horror as grasped, perhaps, by the human mind.—Wilfred P. French in Photo Era.

Cameras and Photographic Supplies

Outdoor Portraiture.

When selling a camera, especially to a novice, the dealer should endeavor to impart suggestions that will tend toward good results. This will make that camera buyer a better customer. The initial sale, even though it be a comparatively high-priced camera, is not so important as the subsequent sale of supplies in the case of an amateur who becomes a true devotee to photography.

The supply houses issue booklets giving hints on developing, printing, enlarging, etc. This should be assiduously distributed by the dealer. By doing this he will find that the original purchaser of a two or three-dollar box camera will before long want a more expensive one, enabling him to do better work.

Take the subject of backgrounds, for instance; any amateur not advanced in the art will appreciate suggestions that will show him the way to get better pictures and the background is probably the most difficult feature the amateur has to contend with in making an outdoor portrait. On this subject "The Amateur Photographers' Weekly" had this to say in a recent issue.

"In most cases the amateur stands his subject up against the first vertical object he finds, anything from a post to a brick wall being in high favor. Bushes and shrubbery are also prominent in many amateur portraits taken outdoors. The great trouble is that the amateur forgets his principal interest in the portrait should be his subject. He focuses too sharply and brings the background into the same plane as the sitter with a resulting hodgepodge of lines and masses from which it is difficult to entangle anything. Dark masses of shrubbery without light blooms or large spaces of sky showing through make good backgrounds. An expanse of lawn or a large tree trunk also prove of value, but beware of the small tree just behind the sitter and apparently growing out of the subject's head. Remember that the background makes or breaks a picture, but still the main object of interest is always the sitter, and the background should be subordinated to him. The background is the most difficult feature for the amateur because he has difficulty in seeing it photographically. It is impressed on his mind in the colors of nature and he forgets that it will appear in monochrome on the print.

"Be particularly careful to avoid buildings or other backgrounds with pronounced vertical or horizontal lines, such as porch railings or steps, small window-panes, etc."

Fashions in Photo Framing.

Fashion plays a large part in the framing of photographs. At one time most of the prints seen at exhibitions were provided with white mounts and gold frames. Then there were the extraordinary frames with the mouldings carried on beyond the corners, and other designs which may be called, for want of a proper name, club-cornered. A run on white enamelled frames, generally of a reeded pattern, followed, to be succeeded by heavy dark frames, massive timber structures, often left rough and crudely blackened, with about as much finish as a fence. In these the prints were framed close up, i.e., without any mount showing. They had their day; frames became more subdued in character, and the violent eccentricities of the past have not repeated themselves.

These days, however, fashion in framing runs in the direction of very narrow borders of quite a plain character, colored in harmony with the broad expanse of mount within them. Framing close up, which a few years ago was almost the only style adopted, has now gone so much out of fashion that it is rarely seen.

Gold frames for photographs are few and far between; still more seldom is it that they can be regarded as a success. A very rich, glossy silver print framed up close in a broad gold frame took the Royal Photographic Society's medal a good many years ago, and came in for favorable criticism; but it stood almost alone, and the general consensus of opinion, as exemplified by the practice at exhibitions, is in favor of a perfectly plain wood or stained material rather than of gilt or silver.

Bromide Prints.

A very large number, perhaps the majority, of bromide prints just fail to be quite satisfactory by reason of a slight fog veil, or by being a shade too dark. This fog veil may be due to various causes, e.g. stale or badly stored paper, an unsafe dark-room light, scattered light in the room when enlarging, too warm developer, prolonged development, etc. Although bromide paper is considerably less light-sensitive than ordinary dry plates, it must not be therefrom inferred that feeble diffused light may be entirely ignored, and with the majority of enlarging lanterns there is generally some light leakage. Again, when a sheet of bromide paper is on the easel and exposure is being made, this paper itself becomes a light scattering and reflecting agent.

HOW TO PHOTOGRAPH A WINDOW DISPLAY.

On account of many complaints from merchant readers regarding the difficulty experienced in photographing window displays, these instructions given the readers of Geyer's Stationer are quoted:

To overcome the reflections on the window glass when taking photographs of a display, adopt the following suggestions:

If there is a broad street before your window, it will be almost impossible to take a picture by day; it is always darker in your window than it is outside, and the opposite conditions should prevail. But you can get it at night. See that your electric lights, while flooding the window, are themselves hidden from the street. If you have a good lens, from ten to thirty minutes' exposure will be enough. People can walk between the camera and the window without injuring the picture—provided they don't stop.

A good time to photograph a window is just before sunrise. The light is strong and penetrating, and a good picture will usually result. If your window is darker than the street the glass acts as a mirror, reflecting everything on the other side of the street. If the sun shines on your window and the opposite side of the street is dark, there will be no reflection of foreign objects in your picture.

A method often adopted with good success is as follows: Make a cloth screen of black cambric, sufficiently large to shut off all reflections when raised before the window. Fasten the two upper corners to poles, and when about to take the picture have two men or boys back of the camera. All reflections will be avoided, and a clear picture will be the result.

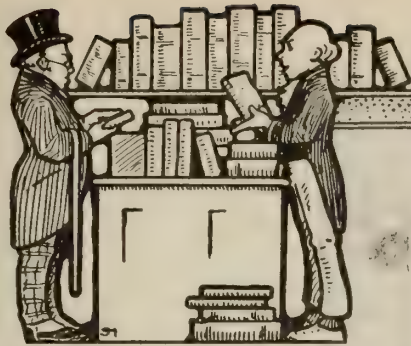


THE WASTE OF POSTAGE.

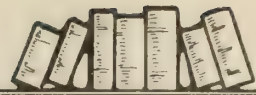
Perhaps it has never occurred to you that every time you mail a letter without an enclosure, you are wasting one cent. The average letter and envelope weighs a half an ounce or less and at the rate of two cents an ounce, you are getting only one-half the value you should on each two-cent stamp used.

And when you consider the results a good enclosure will produce, there is not only a waste of postage, but a big loss in efficiency as well.

To overcome this loss, which amounts to many dollars at the end of the year, you should use a folder advertising your goods, or a message on a blotter is mighty good advertising.



Books



Toronto.

1. A Far Country Churchill
2. Jaffery Locke
3. Victory Conrad
4. Pollyanna Grows Up Porter
5. Gray Youth Onions
6. Of Human Bondage Maugham

Ottawa.

1. Jaffery Locke
2. A Far Country Churchill
3. The Double Traitor Oppenheim
4. Honey Bee Merwin
5. Keeper of the Door Dell
6. Empty Pockets Hughes

Winnipeg.

1. A Far Country Churchill
2. Jaffery Locke
3. The Double Traitor Oppenheim
4. Pollyanna Grows Up Porter
5. Angela's Business Harrison
6. Mr. Grex of Monte Carlo.. Oppenheim

Charlottetown.

1. Pollyanna Grows Up Porter
2. A Far Country Churchill
3. The Keeper of the Door Dell
4. The Man of Iron Dehan
5. The Turmoil Tarkington
6. The Princess of the Clan Piper

London.

1. A Far Country Churchill
2. Jaffery Locke
3. Pollyanna Grows Up Porter
4. The Double Traitor Oppenheim
5. The Turmoil Tarkington
6. Thankful's Inheritance Lincoln

Pembroke.

1. A Far Country Churchill
2. Jaffery Locke
3. Pollyanna Grows Up Porter
4. The Man of Iron Dehan
5. Still Jim Willsie
6. Ruggles of Red Gap Wilson

Calgary, Alta.

1. A Far Country Churchill
2. Lone Star Ranger Zane Grey
3. Ruggles of Red Gap Wilson
4. The Man of Iron Dehan
5. Still Jim Willsie
6. Pollyanna Grows Up Porter

ADDITIONAL PARTICULARS
ABOUT ANY BOOK MENTIONED
IN THESE COLUMNS UPON RE-
QUEST TO BOOKSELLER AND
STATIONER'S SERVICE DE-
PARTMENT.

Kingston.

1. A Far Country Churchill
2. Pollyanna Grows Up Porter
3. Jaffery Locke
4. The Harbor Poole
5. Bealby Wells
6. Contrary Mary Bailey

Moncton.

1. A Far Country Churchill
2. Jaffery Locke
3. Pollyanna Grows Up Porter
4. Thankful's Inheritance..... Lincoln
5. Day of Judgment Hocken
6. Marriage by Conquest Deeping

Peterborough.

1. A Far Country Churchill
2. The House of the Misty Star, Little
3. The Turmoil Tarkington
4. Forty Years in Canada Steele

St. Thomas.

1. A Far Country Churchill
2. Martha of Mennonite Country, Martin
3. Jaffery Locke

CANADIAN SUMMARY.

Fiction.

- | | |
|----------------------------------------|-----|
| 1. A Far Country, Churchill | 156 |
| 2. Jaffery, Locke | 79 |
| 3. Pollyanna Grows Up, Porter..... | 71 |
| 4. The Turmoil, Tarkington | 26 |
| 5. The Man of Iron, Dehan..... | 26 |
| 6. The Double Traitor, Oppenheim | 25 |
| 7. The Keeper of the Door, Dell | |

Non-Fiction.

1. Secrets of the House of Hohenzollern.
2. General Sketch of the War.
3. Times' History of the War.

BEST SELLERS IN THE U.S.

Fiction.

- A Far Country, Winston Churchill.
Pollyanna Grows Up, Eleanor H. Porter.
Jaffery, William J. Locke.
The Double Traitor, E. Phillips Oppenheim.
The Turmoil, Booth Tarkington.
Empty Pockets, Rupert Hughes.

Non-Fiction.

- Eat and Grow Thin, Vance Thompson.
Spoon River Anthology, Edgar Lee Masters.
Chief Contemporary Dramatists, Thos. H. Dickenson.

4. Turmoil Tarkington
5. Double Traitor Oppenheim
6. Hepsy Burke Westcott

Brantford.

1. A Far Country Churchill.
2. Jaffery Locke.
3. Pollyanna Grows Up Porter.
4. The Double Traitor..... Oppenheim.
5. Ruggles of Red Gap Wilson.
6. Victory Conrad.

Chatham.

1. A Far Country Churchill
2. Pollyanna Grows Up .. Montgomery
3. The Return of the Terzan
..... Burroughs
4. Holy Flower
5. Man of Iron Dehan
6. Patrol of the Sun Dance Trail
..... Connor

Belleville.

1. Still Jim H. Willsie
2. Full Swing E. Danby
3. A Preacher of the Lord Askew
4. Making of Rachel Rowe.. Cambridge
5. Charity Corner Soutar
6. Corroding Gold Swan

St. Catharines.

1. A Far Country Churchill
2. Jaffery Locke
3. Innocent Corelli
4. Mr. Grex of Monte Carlo.. Oppenheim
5. Keeper of the Door Dell
6. Who Goes There Chambers

Berlin.

1. A Far Country Churchill
2. Jaffery Locke
3. The Turmoil Tarkington
4. Ruggles of Red Gap Wilson
5. Little Comrade Stevenson
6. Empty Pockets Hughes

Hamilton.

1. A Far Country Churchill
2. Jaffery Locke
3. Holy Flower Haggard
4. Keeper of the Door Dell
5. The Turmoil Tarkington
6. The Man of Iron Dehan

Montreal.

1. Jaffery Locke
2. A Far Country Churchill
3. Victory Conrad
4. The Double Traitor Oppenheim
5. His Official Fiancee Buck
6. Bealby Wells

Mrs. Nellie McClung:

By May L. Armitage

WHEN "Sowing Seeds in Danny" appeared in 1908, Mrs. Nellie McClung made her first inroads into the affections of the Canadian people. "The Second Chance" appeared two years later, and was an even greater success than the first book, judging by the number of editions it went into. "The Black Creek Stopping House," a book of short stories, came next in 1912, and by this time Mrs. McClung had made her début, not only as a writer, but also as a public speaker; and the West was beginning to keep a jealous eye on the movements of this talented woman: for to the West she belongs.

A strong personality, expressed through the medium of gracious womanhood, a virility which has sprung from the Canadian soil and been fostered by the breath of keen Western winters and the romping winds of the prairies, logic which would "the two and seventy jarring sects confute"; and you have Mrs. Nellie McClung.

She has kept the name "Nellie," "because," she says, "I have always been called that, and why should I change it? My old friends would not know me!" which is exactly typical of Mrs. McClung. Little Nellie, born at Chatsworth, Ontario, 1873, was a fearless, whole-souled, genuine child, and the woman has kept all these characteristics which so often fly with childhood.

In 1880 the family moved West, going by train part of the way, and crossing the Red River to their home in Manitoba in a rowboat, one dark rainy night in May. The Indians were everywhere, so Nellie, then about seven years old, had a real taste of pioneering. She liked it, though; hear what she says in some reminiscences.

"I played with a nice, fat, greasy little fellow called Indian Tommy, whose mother fought intermittently with a lady friend of hers for three days on the river bank. I attended all the sessions, and all would have been well only, in the excess of my delight over Indian Tommy's mother's victory, I came home hilarious. After that I stayed in my own yard. Indian Tommy looked in through the gate, and brought me beads and gum—almost as good



MRS. NELLIE McCLUNG.

as new and we were very miserable."

For three long happy years the little girl ran wild on the prairie, accompanied by her faithful dog. There were no schools in that district, and Nellie had no desire for "book-learning." Her mother and sisters were in despair of ever teaching her anything, but she was having too good a time to care.

"One day," she says, "a neighbor arrived, bringing her little boy, also ten years old. He had been at school in England, could read, tell the capitals of England, Ireland and Scotland, and other wonderful things. His mother had him recite; then everybody proceeded to rub it into little Nellie. I bore it all with sullen indifference, but my heart was hot for battle. Pretty soon he and I were sent out to play. When he came in again—which was soon and hurriedly—his nose was bleeding."

A school opened near them shortly after this, though, and Nellie attended in fear and trembling; she was afraid the teacher would dub her a dunce. On the contrary, he understood her at once, and so kindled her ambition and industry, that in five years she had taken her second-class certificate. It is like Mrs. McClung to treasure a great debt of gratitude to this teacher, Mr. Frank

Schultz, of Baldur. She has never forgotten the inspiration he was to her—a little ignorant child. And whatever she has accomplished, she lays tribute at his door.

Mrs. McClung attended normal and collegiate in Winnipeg, was a successful teacher in two or three schools, and married in 1896, living first in Manitou, and then in Winnipeg. This prairie-bed girl had dreams of writing. Her first attempts—at a very tender age—by her own confession—were epitaphs for dead dogs and kittens. She says, too, that fiction was her line; she never spoiled a good story for facts, for "Silvie Moggie" was shaken to death by the dog "Phillip" rather than killed in the tragic manner outlined. But she had to make it rhyme, so:

"Here lies dear little Silvie
Moggie,
"Silvie died—oh, far too
young,
"From a bite from Phillip
Suteliffe,
"Phillip bit her on the
tongue."

It was about two years ago that Mrs. McClung first entered the field as a public speaker. She went on the platform in Manitoba in opposition to the Roblin Government and for prohibition and equal franchise. During the election campaign she spoke as often as sixty times in two months, sometimes as often as three times a day. The campaign was a whirlwind. Mrs. McClung's name was on every lip; the papers even featured her as Manitoba's prospective woman premier. When the Roblin Government was returned, its majority was reduced from an overwhelming one to a mere skin-of-the-teeth affair. Aside from *Sowing Seeds in Danny*, this woman had sowed enough seed in the Province of Manitoba to make suffrage and the liquor traffic real and vital issues, which will be fought to a finish in the near future.

Mrs. McClung has the courage of her convictions; you know that the moment she mounts the platform and begins speaking. She speaks to you. This is her charm. Time, place, audience, and conventionalities all fade away; and there is no one but you and Nellie McClung speaking of things you should have known long ago, but did not. She does not talk at you, but to you, and

the "sweet reasonableness" of it all sinks into your very soul.

As she reveals her tenderness towards mankind between the lines of her wonderful stories, as she makes her readers laugh and cry with "Pearlie" and "Danny," so she sways her listeners when she speaks, not by any flights of rhetoric or fancy, but by giving herself to them frankly and freely. "Studied" is the one word you can never connect with Mrs. McClung; her talks are as natural as her movements, and, when she flings wide her arms and assails you with some sweeping argument, there is only one answer—the one she wants.

The family lately moved from Winnipeg to Edmonton to live, and naturally Mrs. McClung was at once made welcome by the Alberta Equal Franchise League, of which she is vice-president. The W.C.T.U. also claimed her support, and the invitations she had to speak last winter would have swamped a cabinet minister; she has a drawer full of them which she could not accept. She is indefatigable though, and has filled as many engagements as possible, both in Edmonton and through the province.

On February 26 she headed the largest delegation that has ever assembled on the floor of the Alberta Legislature to lay before the members of the House the Equal Suffrage petition. Halls, galleries, ante-chambers were all packed, and surely the stately building never rang with such applause as when Mrs. McClung arose to address the House. Even the Premier had to smile when she began with a characteristic straight-to-the-point attack.

"You will not tell me politics are too corrupt for women," were her first words, and, when the members of the Legislature had regained their gravity, for they saw where her argument led, she continued:

"And men tell us too, with a fine air of chivalry, that women should not be given the vote, because women don't want it, the inference being that women get nothing unless they want it. Women get a lot of things they don't want—the war, the liquor traffic, the lower pay for equal work. Surely you would not want the irresponsible women to set the pace for the rest of us? Surely no irresponsible woman has any right to force her votelessness on us!"

In her concluding remarks, Mrs. McClung spoke of the pioneer women, some of whom had paid the price of colonization with their lives. "On behalf," she said, "of these noble women, whose daughters we are, and whose heroic blood throbs in our hearts, recognize us as citizens, and say by your actions that your confidence in us is as great as your confidence in the least intelligent lad of twenty-one!"

The Franchise League was pleased with the reception the petition had in the House. They had a courteous and attentive hearing, for, as Mrs. McClung remarked afterwards, women suffrage had ceased to be a joke. "If the women of England had been allowed to speak as we were on this occasion," she said, "if they had been given a hearing, there probably would never have been windows smashed. Our men, I believe, try to be fair, but prejudice is hard to uproot. We are out to win. Women suffrage is inevitable, and it is a wise man who cheerfully accepts the inevitable."

Mrs. McClung never misses the funny side either. "I wish you could see the proportion of my mail," she laughed, "that tells me to go home and darn my husband's socks. I never would have believed that one man's hosiery could excite the amount of interest those socks do—and yet, do you know, they are always darned!"

Of course, they are; the McClung home is the happiest place in the world, and the four sons and one daughter who are proud to call Mrs. McClung "Mother," are the apple of her eye. Her home-made bread has made more converts to suffrage than all the speeches she ever made, she thinks, for men seem to regard it as wonderful that she can give them a good square meal as well as do so many other things.

It was not, in fact, till her children were growing up that Mrs. McClung began to take a vital interest in public affairs. She had four sons, and not one of them to spare to the liquor traffic; she had a daughter, and wished that she might have woman's widest privileges. And so she was able to find time from her home duties to become a keen advocate of reform.

She finds time, too, to write a thousand words a day as a rule, and a new book is now nearly ready for the publishers.



COMMUNICATION.

Ottawa, July 17, 1915.

The Editor Bookseller and Stationer.

Dear Sir,—Would you give me a little advice on a question of copyright, as we all know the copyright laws appear very indefinite to the ordinary bookseller?

A recent novel has printed on the back of the title page: "Copyright, 1915, Canada, by the publisher," and at the back of it a notice saying, "Printed in the U.S.A. Can the publisher prevent me from importing the English edition?"

I called at the copyright branch at Ottawa for information on this point and found out that copies of this book had been printed in Toronto; saw the filed copy there, and from its appearance

would be of the opinion that just sheets enough had been printed to file the copies required for copyright. The copies sold by the publisher to the trade throughout Canada are all the imported American edition. I should judge the idea of copyrighting a book in Canada is to protect: first, the author, secondly, the capital invested by any firm in producing that book in Canada; and thirdly, to ensure work for Canada printers and binders; that would be the ideal copyright law, I should think. But the publisher in this case seems just to have run off enough for copyright purposes, and the foreign workmen get the benefit of wages, etc., for producing the trade edition.

I asked the gentleman in charge of the copyright branch here if he thought I could import and sell the English colonial edition on which the author gets his royalty, and incidentally on which the bookseller would make more money. His reply was: "Well, in the first place, the titles of copyright books are sent to the Collectors of Customs, who are supposed to seize all copies being imported, but that if I did succeed in importing copies of this particular novel, that in his opinion I could not be prevented from selling it. The publisher might bluff and even take an action for damages. Now, when a foreign-made book is being imported and sold by the publisher, who, by his action of copyrighting it is supposed to manufacture it in Canada, can a bookseller be prevented from importing the English Colonial edition on which he makes more money, and also from which the English printers and binders derive benefit, which they do not on the edition the publisher is selling to the trade?"

A BOOKSELLER.



Although no exceptionally large display of toys would be advisable before the Christmas trade begins, some space should be given in the summer to this line, either on a table or in some section of the store, as toys fit in very well with sporting goods. Use cards freely to designate prices and to attract attention to displays. A good idea to follow out is to have a price ticket for every article shown.



He had been to a stag dinner, and his wife wanted to hear all about it when he got home.

"Well," he said, "one rather odd thing occurred. Jim Blankton got up and left the table because some fellow told a story he didn't approve of."

"How noble of Mr. Blankton," exclaimed his wife, "and—what was the story, John?"

LITERATURE OF THE WAR

Making Russia Count.

A volume of war interest just published is "Russia's War Minister: the Life and Work of Alexandrovitch Soukhonilov," by V. D. Doumbadze. Of this book the London Times says: "The author has done his country a real service by rendering accessible to English readers his sympathetic portrait of one of the finest soldiers in Europe. It affords a glimpse not only of a splendid figure in the great world-drama, but of the type of Russian who, imbued with the highest traditions of the past, is helping to make his country count as an articulate factor in human affairs."

Eye-Witness's Narrative.

"Eye-Witness's Narrative of the War," from the Marne to Neuve Chapelle, September, 1914, to March, 1915, contains all the descriptive accounts by "An Eye-Witness Present with General Headquarters," issued by the British Press Bureau up to the end of March, 1915. The narrative as a whole is not only an illuminating commentary on the operations and achievements of the British Expeditionary Force, but may be said to constitute a very valuable contribution to the history of the war.

Heroism of Nurses.

That all the bravery, endurance and resourcefulness of the battlefield is not confined to the men is quite unconsciously revealed in the absorbingly interesting story of "Field Hospital and Flying Column, being the Journal of an English Nursing Sister in Belgium and Russia," by Violetta Thurston.

In this book we have glimpses of the heroism it requires to be a nurse in the present war. Many of the incidents related are unbelievably savage, such as that told about the rescuing of a woman with a new-born babe from a burning building in Charleroi. Two Red Cross nurses hearing of her plight went to the house, but could not manage to carry her to a place of safety alone, so went into the street to find a man. After much trouble they found a one-armed man and got him to help take the woman to the hospital. One nurse carried the baby, the other, with the aid of the man, was helping the mother, when the German soldiers fired at the little party and the man fell bleeding at the side of the road. However, the sisters got the babe and mother to the hospital and came back with a stretcher for the man, who was found to be suffering from a flesh

wound. What a pitiful group to waste ammunition on—a newly-confined mother and her infant, two Red Cross nurses and a cripple!

How frequently the question of "international law" arises in conversation centering about the war, and what an endless number of assertions made, many of them altogether wrong, go unchallenged. This sufficiently indicates the need for just such a book as Dr. Coleman Phillipson's new volume, "International Law and the Great War." It will appeal not only to those taking an interest in the development of the law of nations and in international politics; it will be indispensable also to general readers who have been following the momentous events of the continental and the naval war.

Of special interest among the new books in the Wayfarer's Library is A. G. Gardiner's "The War Lords." The author has written the book since the outbreak of the war, and in it he treats of the origins, issues and conduct of the war in the light of the personalities of the principal actors, and their influence upon the world tragedy of to-day.

G. K. Chesterton has written an introduction to a volume, entitled "Bohemia's Claim for Freedom," shortly to appear.

"The German-American Plot: A Great Failure," by Frederick Wm. Wile, exposes the very insistent and for a time dangerous plot of the German-Americans to capture the sympathy and support of the United States. Mr. Wile gives particulars of the way in which it was carried on, pointing out that no propaganda crusade in history was ever organized with such thoroughness, or carried on with such effrontery. What he has to tell makes extremely interesting and suggestive reading, and it is all the more satisfactory that he is able to conclude that the plot has finally and definitely failed.

Gilbert Murray has written "The Foreign Policy of Sir Edward Grey, 1906 to 1915," which has just been published in paper binding.

Among the new books dealing with Russia and Russian life, are "The Steppe and Other Stories," by Anton Tchekoff, and "Stories From Russian Life," by the same writer.

"The Dardanelles: Their Story and Significance," is the title of a new book by the author of "The Real Kaiser."

A modern drama by Stephen Phillips in a prologue series of scenes and an epilogue, partly prose and partly verse, is entitled "Armageddon."

Among the new books by Belgian writers is one entitled, "Belgian Poems, by Cammaert," one of the most prominent of Belgian poets.

"The War: Its Conduct and Legal Results," is the title of an important new book by C. Baty and J. H. Morgan. It deals in a comprehensive manner with such subjects as aliens and alien enemies, prize laws and the prize court, espionage, and the financial moratorium. It is a large, cloth-bound volume published at \$3.50.

"The Spell of Belgium" by Mrs. Lars Anderson, wife of the former United States Minister to Belgium, is announced for early publication. This is not to be confused with "The Spell of Flanders" recently published. Flanders is the north-west or Flemish province of Belgium and the rest of the country is known as the Walloon section, and it is with the latter section that the new volume deals.

From "On the Fighting Line," by Rev. W. E. Sellers: "The truth of the matter is," wrote the Bishop of London in The Times, after his visit to the front at Easter, "that the realities of war have melted away the surface shyness of men about religion; they feel they are 'up against' questions of life and death, and I have heard of more than one censor who has for the first time realized the part religion bears in a soldier's life by censoring the innumerable letters home in which the writers ask for the prayers of their relations or express their trust in God."

"The Plays of Andreyeff," the Russian playwright, is one of the new issues of the month.

Gregor Alexinsky's book, "Russia and the Great War," just out, is of the greatest interest at the present time, when the eyes of the world are turned on the Russian forces, and speculation is rife in regard to the future intentions of Russia. Mr. Alexinsky, whose previous work, "Modern Russia," showed how intimate was his knowledge of our great ally, is an ex-deputy to the Duma and a revolutionary exile, but an ardent patriot.

Guy Thorne is the author of two new books of war interest, entitled "The Secret Service Submarine" and "The Cruiser on Wheels."

Books and Writers Being Talked About

Writers of the Day.

Novelists periodically protest against the usual literary criticism, and most of them probably have a natural feeling that if the regular critics were as good at their job as the authors are at creative writing, better criticism would result. In the new "Writers of the Day Series," there will be a chance to test this theory, for each of these critical biographies of noted living authors has been written by a man who has made his mark as a creative artist, and who, because of the nature of his interests or personal acquaintance, is peculiarly well adapted to write of the subject allotted to his care. The first volumes will be "Anatole France," by W. L. George, author of "The Second Blooming," etc.; "H. G. Wells," by J. D. Beresford, author of "The Early History of Jacob Stahl," etc.; and "Arnold Bennett," by F. J. Harvey Darton, author of "The Wonder Book of Old Romance," etc. The next issues will be "Rudyard Kipling," by John Palmer, author of "The Future of the Theatre," etc.; "John Galsworthy," by Sheila Kaye-Smith, author of "The Three Furlonges," etc.; and "Joseph Conrad," by Hugh Walpole, author of "The Duchess of Wrexhe," etc.

Paul H. B. D'Estournelles de Constant who has traveled extensively in United States and Canada as a lecturer in the interests of international conciliation, has written "America and Her Problems," recently published.

Julie M. Lippmann, author of the "Martha" books, is writing a new book entitled "Burkese Amy," which is to be published in October.

A new book for which the publishers anticipate a strong demand is "The Watch Dog," by Arthur Hornblow.

"Ruggles of Red Gap," has reached its fourth Canadian edition, and Oppenheim's new book "The Double Traitor" has gone into three Canadian editions.

The demand for the Billy Sunday book was much stronger in Canada than had been looked for. It is now in its fifth Canadian edition.

Two new novels by Silas Hocking are "The Great Hazard" and "Sword and Cross."

The moving-picture book, "The Perils of Pauline," is now obtainable in a 15c paper edition.

Walter Bamfylde, whose romance of Gloucestershire, entitled "The Uplanders," published last year, did so well in Great Britain and the colonies, has written another on similar lines, dealing

again with Gloucestershire people and their characteristics, good and bad, under the title of "Midsummer Magic."

Of this book one of the readers of a London publishing house has reported: "Speaking generally, the writing is excellent. The descriptive passages are always good and sometimes beautiful. The dialogue is effective and natural; the construction is sound and workmanlike; the character drawing is uniformly lifelike, and in some cases quite first-rate in original creativeness; and the 'sense of the theatre' is unusually developed in the author. The dramatic situations are kept well above the level of melodrama, and I have no doubt whatever that in the printed page they will compel and hold interest. Big and large—generally and as a whole—'Midsummer Magic' most emphatically is a book which any publisher might be glad to get. I have no doubt whatever in recommending you to accept it. Indeed, I think you are in luck's way to have got hold of it."

William Dean Howells, at a dinner in Boston, said of modern American letters:

"The average popular novel shows on the novelist's part an ignorance of his trade which reminds me of a New England clerk.

"In a New England village I entered a main street department store and said to the clerk at the book counter:

"Let me have, please, the letters of Charles Lamb."

"Post office right across the street, Mr. Lamb," said the clerk, with a brisk smile."

A book dealing with the game of golf in a most interesting manner is "The Winning Shot," by Jerome G. Travers and Grantland Rice.

"Curiosities of Plant Life" and "Life of the Plant" are titles of two new books by S. Duncan and L. T. Duncan.

"The Genius," by Theodore Dreiser has just been published, being the third book in the trilogy, which included "The Financier" and "The Titan."

"Just Girls" is the title of a new book by I. T. Thurston, author of "The Bishop's Shadow."

Austin Hamon's new volume entitled "Bernard Shaw, the 20th Century Moliere," is being characterized as the most original work on Shaw just published.

A small volume of articles reprinted from the London Times describing visits to various scenes pictured in the works of Charles Dickens, is entitled "A Dickens Pilgrimage."

Emma Darwin, relict of the late

Charles Darwin, has written a "A Century of Family Letters, 1792-1896." This book was among the July issues.

Musicians and those interested in the history of music will be interested in an important new volume by Thomas Tapper and Percy Goetschius, entitled "An Illustrated History of Music," which has just been published in a two-dollar cloth edition.

With the July issue, "The Philistine" discontinues publication. "The Fra," however, will be continued under the management of Elbert Hubbard, Jr., who has assumed the management of the Roycroft interests at East Aurora.

The quality of sustained mystery with things kept going all the time are as true of "K," Mary Roberts Rinehart's new novel just out, as of her previous novels, which were so popular with Canadian readers as elsewhere.

Jean Webster was so successful with "Daddy Long Legs," that the heroine of that book is also the chief character of her new book to appear shortly entitled "Dear Enemy."

Unexpected results followed the marriage of a high-minded Southern girl, who married a New York man whom she had known only a few weeks, as told in "The Foolish Virgin." The fact that its author is Thomas Dixon, Jr., is a sufficient guarantee of merit.

Next month, those who have followed the business career of Emma McChesney and her likeable son will have further opportunity of enjoying their company reading "Emma McChesney & Co," by Edna Ferber.

"The High Cost of Living" is a practical treatise by G. H. Gerber, just published in Canada, which should meet with wide circulation.

Elizabeth Miller, who wrote "The Yoke," is the author of a new book just out called "Daybreak."

Galsworthy's new book entitled "The Little Man, and Other Stories," is now ready.

"Pick, Shovel and Pluck" by Russell Bond, relates further experiences "With the Men Who Do Things," the title of a book by the same author.

Frank Baum's new juvenile is entitled "The Scarecrow of Oz."

"The Children's Entente Cordiale" by Leslie Mary Ogler provides fun in French and English.

A novel to be published in the autumn is "The Mountains of the Moon" by J. D. Beresford, author of "The House in Demetrius Road."

A new novel by Agnes and Edgerton Castle, to be published in the autumn, will be entitled "The Hope of the House."

Another autumn announcement is an Irish story by M. A. Francis, entitled "Dark Rosaleen."

David Pinski, author of the drama "The Treasure," which was written in Yiddish and translated into German and then into English by Ludwig Lewi-son, is spoken of as perhaps the best of the group of Jewish writers, fired by the glory of the past and the promise of the future as regards the awakening of the Jewish race to a consciousness of its ancient mission. The world has not yet learned to differentiate between Jewish writers of this school and such Jews as Schnitzler and Bergson, whose writings have no racial significance.

Interpreting Wells.

Van Wyck Brooks, a young American writer, has attempted an interpretation of the work and personality of that most baffling and original of modern authors, H. G. Wells. To this task he has brought rare gifts of analysis and synthesis, together with no little charm of style. The result is a book which will be welcomed as one of the most informative and interesting in recent critical literature. A clear understanding of Mr. Wells is imperative for all thoughtful men and women, and no more appropriate time than the present could be found for issuing a book that fully satisfies that need.

"Alma's Senior Year" is a new title in the Hadley Hall series of books for girls by Louise M. Breigembach.

"The Spell of the Southern Shore," or "From Sea to Sea in Italy" is a new volume by Caroline Atwater Mason.

A new book by Nathan Gallizier to be entitled "The Crimson Gondola" is promised for the fall.

Two new titles in the Little Cousin series are "Our Little Carthaginian Cousin of Long Ago," by Clare Vostrovsky Winlow, and "Our Little Macedonian Cousin of Long Ago" by Julia Darrow Cowles.



MRS. AMELIA BARR.

Mrs. Amelia Barr is eighty-four and writing her sixty-sixth novel. Surely that is a good record and, moreover, Mrs. Barr's sixty-sixth novel will probably not be her last. She is very vigorous, very full of work, and she still has quite a number of plots in store for new stories. She lives in America, although England is her native country, and if she would only come over and see us, we would all give her a hearty reception.—The Book Monthly.

So insistent have the demands for "The Treasure of Hidden Valley," been in advance of publication in the United States, that whereas a 10,000 edition was at first contemplated, this program had to be changed twice, first to a 25,000-edition, and then to 50,000, the advance orders having reached a total of 34,000 copies.



LUTHER BURBANK.

Luther Burbank is to discuss eugenics and race improvement in his article for the September issue of "Physical Culture." This is a considerable change from the subject of improving plant life with which his name is usually associated, but his ideas on the theme of cultivation of the human race are no less interesting and striking.

At sixty-five, Luther Burbank is so hale, hearty and active that his future life work bids fair to be more important than his performances of the past. It has been said by Dean C. M. Brink, of the Kansas Agricultural College, that "It seems to me that all the gold taken from California's mines can not equal in value the contributions made to human comfort by that modest investigator in California gardens—Luther Burbank. He is entitled to be counted not only one of the geniuses of our time, but one of the benefactors of the race."

In "The Brocklebank Riddle" Hubert Wales has boldly invaded the realm of theosophy and made use of its doctrines to construct one of the most intense and sensational mystery stories of recent years. But there is nothing doctrinaire about the story: it is vivid, concrete and almost convincing.



LISTS RECEIVED.

More than four hundred pages, the size of Bookseller and Stationer, are contained in the special export catalogue of All-British goods, issued by Whyte, Risdale & Co., of London. The catalogue contains particulars of an extensive variety of stationery, fancy goods, leather goods, novelties, toys and various other items suitable for sale in book and stationery stores.

Two additional lines which A. R. MacDougall & Co., Limited, are now carrying are those of the Merriam Mfg. Co., of Durham, Conn., manufacturers of stationers' tinware, and Hampden Hoge of New York, manufacturer of drawing pins and different stationery specialties.

Other developments this year are the stocking of Dixon pencils, penholders, erasers, etc., and the line of the Standard Crayon Co., both in practically complete assortments and large quantities, in the warehouse in Toronto. A stock is also being carried of the blotting paper manufactured by the Eaton, Dikeman Co.

A MESSAGE FROM THE FRONT.

Victor Trowles, formerly of the warehouse staff of McLead & Allen, and who went to the front with the first Canadian contingent, and is now a battalion signaller, in a letter to Mr. McLeod, under date of June 2, tells of the 120-lb. shells frequently dropped in their vicinity by the Germans. "This shell makes a hole large enough to bury a horse in, and sends the dirt up like a fountain for a hundred yards. If any men are anywhere near, it will pick them up and dump them down, but it is quite harmless unless it lands right on top of a fellow. Our trench was one we had taken, having been held by the Germans all winter. It was quite an elaborate affair, the dug-outs made of dressed lumber. There were brass candlesticks and pictures on the wall. After four days we moved a bit nearer Berlin. This was more of a ditch than a trench, with snipers in front and behind. It was a warm corner when the shells arrived and they shelled us steadily for six days. We got along all right the first night—telegraph working fine. About ten next morning we had our first break—one signaller went out to find it and never came back. Number 2 started and left me alone. He was gone about half an hour and I spotted him with the field glasses signaling for help. I made the trip safely, found him wounded, got him bandaged and a fellow in A Company came out and helped carry him in. Got a bullet through the sleeve, but did not even get a scratch. This left me alone to run the station, and had a busy time of it until help came at night. There was nothing but a series of breaks during the next five days. Sometimes the wire would only last five minutes before it was cut by the shell fire. The longest stretch without a break was five hours. The worst part was that when I was out alone a rifle was in the way, and we could not get a bit of our own back at those snipers. Several times lines were broken before I got to the other end. I started home, mended three breaks, had just put in a new piece, wound it round a tree, went on, and in less than three minutes that tree was blown away. I got that fixed and crossed a ditch, laying wire under a board bridge reaching the next station; could not get an answer, and found that the bridge was gone. I had five days of this. In daylight had to crawl and at night could walk."



Robert Alexander Wason's new novel, "The Man Who Never Died," begins in the September issue of Physical Culture.

Western District Library Institute

Addresses on Co-relation of Libraries With Schools—Library Ideals—The Selection of Periodicals.

AMONG the addresses at the fifth annual meeting of the Western District Library Institute, under the direction of the Ontario Library Association, at Port Arthur, on July 21st, one by J. Keenan, representing the Kenora Public Library, brought out some significant points in dealing with the public library's co-relation with the public and high schools. In order that a library may be thoroughly efficient, it must provide for the boys and girls who are at school, for those who have left school, and last, but not least, for those unfortunates who, not having the privilege or inclination for an early education, now find it to their advantage—in fact, find it an absolute necessity, if they are going to come up to the present day requirements. After thoroughly discussing the question from the standpoint of the pupil, the speaker then drew attention to the work of the teacher. The pupils should be encouraged to read newspapers and periodicals. Mr. Keenan spoke strongly on the necessity of a trained librarian, who must also have a knowledge of boys and girls, as well as men and women. The work of a librarian in a community is largely missionary—everlastingly, but imperceptibly leading citizens to discriminate between the good and bad in literature.

Library's Competitors.

David Williams, of Collingwood, president of the Ontario Library Association, dealt with "The Library as a Service." He said: "In this age the public library has many competitors. There are the automobile, the 'movies,' and various other modern and attractive forms of amusement and entertainment. All draw away from books, hence increase the difficulties that those engaged in library work have to contend with. Still it is not theirs to stand idly by and simply condemn. They must look to their work as librarians and library workers, recognizing that with these counter-attracting forces, their labors are greatly increased.

What a Library Should Be.

"The library must teach its patrons to become a real service, but buying cheap fiction, histories by weak and unknown writers, philosophies by shallow students of philosophy, poetry by poets whose productions are but rhyme and sound, will not attain the desired end. Instead of a library with an attracting force, there will be a collection of books scarcely creditable to a second-hand shop. On the other hand, when making

selections, if one bears in mind that the library is to uplift and buys the newest and best books, the productions of only well known novelists, of the best historians, scientists, philosophers and industrial workers, the library will be placed in a suitable position to render the service intended and desired. Such books will cost money, but is that not what the monetary appropriations are for, and is not that what is expected of libraries? By this it is not intended to recommend extravagance or recklessness. Books must be selected and bought as carefully, indeed, with greater care than the merchant buys goods for his trade. It is a foundation of library success.

Encourage Canadian Literature.

"Purchase the nation's literature," added Mr. Williams.

"It is often said that we have no literature, but we are creating a literature, and it should be encouraged. Only within the past few years we have added much to the world's shelves, and it behooves our libraries to assist in the development of the nation's literature with all their power. Our writers are doing excellent work, and though private individuals may be slow to afford evidence of appreciation, the libraries should not leave themselves open to this accusation. Instead, they should be the leaders in clearing the path for literary genius."

The Advantage of Publicity.

Mr. Williams dwelt on the importance of classification and cataloguing, which must be based on the public conveniences. The librarian must not only be a lover of books, but qualified to assist readers. These qualifications were too often lacking when appointments were made. The Government was trying to bring in a better day by establishing a school for librarians.

The public should have free access to the books. Let them get close to the authors. Let them browse. To see a book often is an inducement to read. The work of the library must be brought to the attention of the community by publicity, and the library officials must become acquainted with the constituency, with its different sections and their respective needs. The newspaper was one of the most efficient publicity mediums, and if used judiciously could do much to cultivate an active library interest. He called attention to the enterprise of a librarian in Providence, R.I., who prepared a series of twenty readable articles, entitled "Getting Acquainted With the Providence Public Library."

Mr. Williams' address was replete with serviceable suggestions, and was heartily enjoyed and appreciated.

Mrs. Wink's Paper.

A valuable paper was read by Mrs. Wink, librarian of the Port Arthur Library, on "The Selection of Periodicals." She said in part:

"It is sometimes said that the magazine is driving the book out of existence; that, however, is not correct, because there are more books published every year, but it is true that they are becoming less important in comparison with periodical literature.

"In selecting magazines for a small public library two things must be borne in mind—the use of the magazine or current reading, and its value for reference when permanently bound. In a very small collection the current use of the periodical is the first consideration. As the collection grows, its reference value is of increasing importance. The general literature magazine should, therefore, be chosen first and afterwards those relating to special subjects. Local conditions must largely determine the choice of both. As a rule, it is better to buy a few good periodicals than a large number of cheap ones."



The "bloom" of the American short story is gone. It has become a slave to form and formula. It is no longer free. So charges Professor Henry Seidel Canby in a plea for "free fiction" in the Atlantic Monthly. He has read through "dozens of periodicals without finding one with fresh feeling and the easy touch of the writer who writes because his story urges him." Professor Canby, who is nothing if not an assiduous student of the short story, refers the American writers of them to the tales of the Russian Anton Tehekov, two volumes of which are now obtainable. The Russian "is free to be various."

"He seems to be sublimely unconscious that readers are supposed to like only a few kinds of stories; and as unaware of the taboo upon religious or reflective narrative as of the prohibition upon the ugly in fiction. As life in any manifestation becomes interesting in his eyes, his pen moves freely."



"Russia To-day" is the title of a new book by John Foster Fraser, to be published at \$1.50, which is announced for the autumn.

Books Received

The Treasure of the Hidden Valley. By Willis George Emerson. Chicago: Forbes & Co. Price, \$1.25.

A college man, "fleeced" in Wall Street, goes West to make his fortune; becomes a cowboy; re-finds "The Hidden Valley," previously discovered by his father, in which is gold in quantities untold; meets Gail Holden, a highly-cultured and very beautiful Wild West girl; and makes friends and foes among rich and poor, noble and base. Incidentally he becomes in open competition the world's champion bronchobuster, and performs other remarkable feats of cowboy daring and skill. In the end he rescues the girl of his dreams from the perils of the San Francisco earthquake, which catastrophe is vividly described. This is a book which will be enjoyed by all who have a partiality for fiction with a Western setting, and in which the wild life of ranch and mountain and mine provides the story material.

L.P.M., or the End of the Great War. By J. Stewart Barney. New York: Putnam. Cloth, \$1.35.

An American millionaire scientist, who has decided that the war must cease, perfects a startling invention which places the user in supreme world control. He sails for Europe and gains a hearing from the belligerent powers. France and England accept him, but Germany demurs with inevitable consequences. "L.P.M." is a story of the intensest interest, written in a delightful satirical vein, running through which, however, is a broad seam of common sense.

Anthony and Hero and Short Stories, by Simmie. New Haven, Conn.: F. Simon. Cloth.

This is a volume of verse which begins with various selections from different poems by this writer, and including the following among the short stories in verse: "Bunker Hill," "John Paul Jones," "Concord and Lexington," "Fishing for Fame," and "Remembering the Maine."

A Complete Guide to Public Speaking, by Grenville Kleiser. New York: Funk & Wagnalls. Cloth, large octavo, \$5 net.

Elsewhere dealt with in this issue.

"K," by Mary Roberts Rinehart. Toronto: Copp, Clark Co. Cloth, \$1.35.

K. Le Moyne has been a famous surgeon. That much Mrs. Rinehart lets us know soon after her story opens. But why, at the age of thirty, should he drop out of the world that has known him and come to the little town where Sidney Page lives?

Sidney is a strong, beautiful girl, training hard to become a nurse. Perhaps it is because she is so happy and young, that life suddenly begins to press in upon her, crowding her ideals with puzzling, harsh realities. But always there are friends who love and watch over her—and there is "K."

It is a matter for congratulation that Mrs. Rinehart has emphasized in this novel the strongest element of her success as a story-teller—her keen and sympathetic appreciation of the joys and troubles of young love. "K." is warmer, richer, truer than anything she has done before.

The Lovable Meddler, by Leona Dalrymple. Toronto: Copp, Clark Co. Cloth, \$1.35.

A book with quick humor, ready sympathy, suspense, tug at your heart-strings, delightful sentiment and romance. It is a happy story but it has spots that will make you want to smile to hide the tears.

The novel gets its name from the dear old, tender-hearted, bunglesome Doctor; but the main interest centres in the charming young men and women in whose love affairs the Doctor persists in meddling.

A fine, brave heroine is Leddy Rose, and a brave, fine novel is *The Lovable Meddler*—all story—with a plot full of odd twists and turns and characters absolutely individual.

Victory, by Joseph Conrad. Toronto: Copp, Clark Co. Cloth, \$1.35.

"Victory" tells the romance of Axel Heyst and Lena, the girl from a traveling ladies' orchestra, and their strange life on the deserted South Sea Island of Samburan. Cut off from civilization except for the monthly passing of a trading vessel, they live there undisturbed until the sinister descent upon the island of those ill-omened messengers of the outside world, "plain Mr. Jones" and Ricardo. Then for the first time the tenderness and pathos of this strange romance is unveiled to the reader.

Healing Currents, by Walter DeVoe. Cleveland, Vita Publishing Co. Cloth, \$1.50 net.

The fundamental idea of this book on mental healing is that of service. The author does not confine himself to the bare principles of the control of the body by the mind, but states that the book's definite purpose is "to heal, encourage, and enlighten whomsoever should read it." Certainly this is a high endeavor.

After the opening chapters defining mind power, the book takes the more practical aspects: "How to Practise Mental Healing," "How to Concentrate," "Cures by Suggestion," "Men-

tal Influence at a Distance," "Use Your Will to Overcome Indigestion," and numerous other subjects of everyday and personal application.

Writing An Advertisement, by S. Roland Hall. Toronto: Copp, Clark Co. Cloth, \$1.

Nearly a billion dollars are spent every year in America on advertising. In view of the fact that the returns from this huge outlay depend largely on the effectiveness of the copy, it is remarkable that among the many books on the subject none should have dealt exclusively with this—the keystone of successful publicity.

The writing of an advertisement is as distinct an art as the writing of a short story or a play. This book, by one of the foremost advertising experts of America, shows how to do it. It thoroughly covers the whole ground and does it in a readable, non-technical fashion that is as stimulating as it is helpful.

The Ordnance Survey of Great Britain and Ireland. London: Sifton, Praed & Co.

A few notes on the inception, the progress, and the present condition of this great undertaking; a summary of the maps published, together with a brief list of the publications of the geological special articles on Shells are very good survey.

The Lighter Side of School Life, by Ian Hay. Toronto: Gundy. Cloth, \$1.25.

This is one of the famous Foulis books. The book is dedicated "To the members of the most responsible, the least advertised, the worst paid and the most richly rewarded profession in the world."

There are chapters devoted to "The Headmaster," "The Housemaster," "Some Form-masters," "Boys," "The Pursuit of Knowledge," "School Stories," "My People," and "The Father of the Man."

A particularly meritorious feature of the book are the twelve full-page illustrations in color from drawings by Lewis Baumer.

The Best Private Schools. An annual publication. Boston: Porter E. Sargent. Cloth, \$1.

Referred to elsewhere in this issue.

Easy Anthems.

A creditable publication received from the Standard Publishing Co., of Cincinnati, is the "Communion Choir," comprising a selection of easy anthems for the Lord's Supper and regular worship, by Carrie D. Adams. It is published at 60c. The selections include many old favorites set to music adaptable for choir use.

W. J. Locke's Fine New Novel, "Jaffery"

A Brief Review

AMONG the season's outstanding successes in fiction is William J. Locke's novel, "Jaffery," as its presence in second place in the list of best selling books in Canada amply indicates. This author has so strong a hold upon the reading public of the English-speaking world that each successive novel coming from him almost immediately takes its place among the leaders, if not being accorded the first position in point of popular demand.

"Jaffery" is even better than "The Fortunate Youth" and "Stella Maris," equalling or at least very nearly approaching in its spontaneity "The Beloved Vagabond," which is saying a great deal for this new tale. The hero, Jaffery Chayne, is a war-correspondent who at the opening of this story has just come back from Albania after the close of war in the Balkans.

Other principals in the story are Adrian Boldero and Hilary Freeth. These three with Tom Castleton, since dead, had been at Cambridge together, forming a somewhat incongruous brotherhood.

The story is told, ostensibly, by Hilary, who, after dealing with the personalities of the other three, says:

"For myself—well—I am a happy nonentity. I have a mild scholarly taste which sufficient means, accruing to me through my late father's acumen in buying a few founder's shares in a now colossal universal providing emporium, enables me to gratify. I am a harmless person of no account. But the other three mattered. They were definite—Jaffery, blatantly definite; Adrian Boldero, in his queer silk way, incisively definite, and poor Tom was dead. Dear, impossible, feckless fellow."

Adrian, who while at college had shown no indication of any great degree of ability, sprung a great surprise on his friends when a novel appeared entitled "The Diamond Gate," by Adrian Boldero, which took the country by storm. It was the literary event of the year, and brought Adrian riches. Two of the characters whom the reader naturally comes to love are Hilary and his wife Barbara who are ever loyal to friendship, thus exemplifying the moral teaching of this book. These two are more than delighted to hear of Adrian's big success, which was so unexpected. The news came to them at first by reading one of the early reviews of the book, but it took some time before Hilary could be convinced that it was their particular Adrian Boldero

who had written it. At last, fully convinced, he exclaimed: "Splendid, to think of old Adrian making good at last! I'm more than glad. Telephone at once for a copy of the book."

Adrian himself was brought, along with his book, by means of a despotie way Barbara had with their men friends.

When he came he answered Hilary's questions as to why he had sprung this surprise, by saying it was on Doria's account. Doria was his fiancée.

"How does Doria take it," asked Barbara.

"She's as pleased as Punch. Gave it to old man Jornicroft and insisted on his reading it. He's impressed. Never thought I had it in me. Can't see, how-



From my sketch by W. J. Locke.

ever, where the commercial value of it came in."

The intense surprise at Adrian's accomplishment is shared by Jaffery when he arrives at about this time.

The following description of Jaffery's arrival effectively conveys to the reader the boisterous sort of man Jaffery is:

"A fair-bearded, red-faced, blue-eyed grinning giant got out of the train and catching sight of us ran up and laid a couple of great sun-glazed hands on my shoulders.

"'Hullo! hullo! hullo!' he shouted, and gripping Adrian in turn, shouted it again. He made such an uproar that people stuck wondering heads out of carriage windows. Then he thrust himself between us, linked our arms in his and made us charge with him down the quiet country platform.

"He boomed till we reached the station yard, when his eyes fell on a familiar object.

"'What,' cried he, 'have you still got the Chinese Puffhard?'"

Then Hilary goes into an explanation of this ancient car, which sentiment (together with an impossibility to find a

purchaser), would not allow him to sell.

A happy little gathering at Hilary's home is surprised and somewhat nonplused by the sudden arrival of Liosha enquiring for Jaffery. Thus comes into the story one of its chief characters, one typifying the elemental woman. Liosha was an Albanian, the widow of a war-correspondent friend of Jaffery's who had died in the Balkans. Jaffery became her guardian and bringing her to England, gave her over to the care of his sister Euphemia. But Liosha could not stand her and sought out Jaffery among his intimate friends. From that point Liosha occupies a chief place throughout the tale, becoming a glorious heroine.

Adrian fails to repeat his literary success despite the insistent demands of his publishers, and it is not until after his death that Jaffery and Hilary, as the executors of his estate, make the discovery that he had not written "The Diamond Gate" at all, but that this had been the work of Tom Castleton, who before his death had given the manuscript into Adrian's hands to have it published. Adrian palms it off as his own, but that deception proves to be his undoing, and finally he dies an utter failure.

Jaffery then has another ward in Adrian's widow, Doria, and in his devotion to Adrian's memory and to save the feelings of Doria, he himself writes another book, attributing it to Adrian as the one which he had professed to be writing.

Jaffery falls in love with Doria, who spurns him, but finally, as the story is worked out, Jaffery comes to realize that in his association with Liosha, what he had considered merely comradeship was love all the while.



The great interest in Russia and Russian literature is keeping up a strong demand for Sir Donald Mackenzie's standard work entitled "Russia," a \$3.50 book.

"Confessions of the Hills," is the title of a mountain tale of the Canadian West by Martin Walford. It was published in July.

A new novel by Wm. Raine is entitled "The High Grader."

Two interesting new volumes by Ekin Wellick are "The Small House, Or a Moderate Income" and "Inexpensive Furnishings in Good Taste."

Monthly Record of New Books

PUBLISHED BY FIRMS ESTABLISHED IN CANADA.

WITH a view to saving valuable space and at the same time preserving the alphabetical arrangement of book titles so essential for ready reference, numbers are used to indicate the respective publishers' names. The following are the numbers used and the respective publishing firms to which they refer:

- 1.—William Briggs.
- 2.—Cassell & Co.
- 3.—The Copp, Clark Co.
- 4.—J. M. Dent & Sons.
- 5.—S. B. Gundy.
- 6.—Hodder & Stoughton, Limited.
- 7.—Thomas Langton.
- 8.—The Macmillan Co.
- 9.—McClelland, Goodchild & Stewart.
- 10.—McLeod & Allen.
- 11.—Mussion Book Co.
- 12.—Thos. Nelson & Sons.

Fiction.

- Comrades.** By Maxim Gorky. (6) Cloth, 75c.
- Heart of a Russian, The.** By M. Y. Lermontov. (6) Cloth, 75c.
- Landloper, A Romance of the Woods, The.** By Holman Day. (11) Cloth, \$1.50.
- Manalive.** By G. K. Chesterton. (12) Cloth, 20c.
- Minnie's Bishop.** By George A. Birmingham. (6) Cloth, \$1.25.

Story of a Woman's Heart, The. Anonymous. (6) Cloth, \$1.25.

Non-Fiction.

- A. B. C. of Good Form.** By A. Seymour. (11) Cloth, 50c net.
- A. B. C. of Housekeeping.** By C. T. Herriek. (11) Cloth, 50c net.
- Butterfly Guide, The.** B. W. J. Holland. (11) Cloth, \$1. Leather, \$1.25.
- Captain Loxley's Little Dog.** By the author of "Where's Master." (6) Decorated boards, 25c.
- Children's Story of the War, The.** Vol. 1. By Sir Edward Parrott. (12) Cloth, \$1.25.
- Climbing Plants.** Being No. 17 of the Present Day Gardening Series. By R. Hooper Pearson. Useful arts or horticulture. (3) Cloth, ill., \$1.
- Daddy's Sword.** By Amy le Feuvre. Juvenile. (6) Cloth, 50c.
- First Christmas Tree, The.** By Henry Van Dyke. Literature. (3) New cheaper edition. Cloth, 50c.
- Great Discovery, The.** By N. Maclean. (8) Cloth, 75c.
- Housekeeper's Handbook of Cleaning, The.** By Sarah J. MacLeod. (11) Cloth, \$1 net.
- Map Book of the World-wide War.** 56 Maps and Plans. (12) Paper boards, 25c.
- Men Who Died in Battle.** By J. Patterson Smyth. (6) Cloth, 35c.

Ordeal by Battle. By F. S. Oliver. (8) Cloth, \$1.75.

Other Side Book, The. By Edith Mitchell. Juvenile. (3) Cloth, \$1.25.

Romance of Reality Series. Modern Inventions. V. E. Johnson, M.A. (3) Science. Cloth, ill., 75c.

Romance of Reality Series. Electricity. By W. H. McCormack. Science. (3) Cloth, ill., \$1.

Romance of Reality Series. Engineering. By Gordon Knox. Science. (3) Cloth, ill., \$1.

Russia's Gift to the World. By J. W. Mackail. (6) Paper, 5c.

Scotland for Ever. A Gift Book of the Scottish Regiments. Illustrated in color. Preface by Earl of Rosebery. (6) Cloth, boxed, \$1.25.

Under the Blue Cross. By C. W. Forward. (6) Decorated boards, 25c.

When Blood is Their Argument. By Ford Madox Hueffer. (6) Cloth, \$1.

Flemington, by Violet Jacob.

Miss Esperance and Mr. Wycherly, by L. H. Harker.

The Compleat Bachelor, by Oliver Onions.

The Florentine Frame, by Elizabeth Robins.

Septimus, by W. J. Locke.

London: John Murray. Cloth, 1s. volumes.

These are the first issues in a new series of one-shilling books.

WINDOW DISPLAYS INVITING TO PASSER-BY.

What is generally conceded to be one of the most important principles in merchandising is the fact that once a person displays sufficient interest to enter a store the sale has been half consummated. Local conditions play a big and important part in the solving of the problem how to get the people coming into the store, which usually confronts the average merchant as if he was going up against a high stone wall.

Ideas that are worked out intelligently will assist materially in getting the desired results. There are some well-established methods by which the merchant can succeed in his endeavor that ought to be studied out very carefully, for they will doubtlessly do the work.

Of course, this does not imply that a merchant can resort to tactics such as some of the merchants in the larger cities do in getting the trade, because a merchant would last about long enough for the offended party to call the police.

However, there are two mediums at the merchant's command which ought to

be taken seriously—newspaper advertising and window displays. There is no doubt but what each proves very effective when given a good opportunity, so there can be no reasonable argument to the contrary.

Merchants will do well to remember that the show window is the agency through which to get the passerby into the store. If arranged in an attractive way it will call their attention, they pause to look, they consider, and then probably enter and make a purchase. So the merchant has the proposition brought out in a clear and concise way for him to ponder over. In giving it his hard thought he will readily see that there are no two ways about it. It means an increase for him and he should be in a position to get it.—Trade.



SELLING BY DEMONSTRATION.

Nothing attracts attention more quickly than action in a window display.

People will stop and look at an exhibit which involves motion, when a "dead" window will not get more than a passing glance.

A prominent stationer recently adopted this plan with good results. He was featuring a new model duplicating machine, and in order to let the public see just how good it was, he put a girl in the window, with a typewriter on which the stencils were cut, and the duplicator.

She went through the entire process, just as she would have done in an office, but it attracted a lot more attention than the office operation usually does.

The clean, neat appearance of the work was then shown by pasting sheets along the edges of the window. The rapidity with which the work was turned out was also indicated by the big pile of sheets which accumulated in front of the machine.

"We got a lot of inquiries as the result of this demonstration," said the stationer, "and we believe that this is an excellent form of advertising any sort of mechanical specialty. Of course, you must pick out a girl who is of good appearance and possesses enough intelligence to be able to handle the work properly."

Canadian Books and Authors

Something About New and Forthcoming Books—Interesting Paragraphs About Canadians.

A notable book which has just been published, being the work of a former Torontoian, is a "Complete Guide to Public Speaking" by Grenville Kleiser, who has written other books on this subject, but none on so comprehensive a scale.

In this book Mr. Kleiser has covered every possible phase of the public speaker's art. He draws upon the capitalized intelligence of the world, and quotes the best thoughts of history's greatest thinkers on all phases of his subject. For the educated, and for the uneducated, this book will long serve as a constant source of help and inspiration.

Mr. Kleiser concentrates in one great, big encyclopedic volume the best fruits of many years of practical experience, special study and research in the business of man-inspiring — personality-building — public speaking — memory training — handling men—reading human nature—developing self-confidence.

The title of the new Stephen Leacock book to be brought out in the autumn is "Moonbeams From the Larger Lunacy." "Foreign Fiction in Imported Installments" and "The Survival of the Fittest" are headings of two of the chapters.



LIBRARY DEVELOPMENT.

IT is interesting to observe the wide attention that is being devoted at the present time to the place of music in public libraries in Canada. The departure recently instituted at the Central Public Library in Toronto, and referred to in the June Canadian Book News, has brought out letters from librarians, pointing out that music has long had a place in certain other Canadian circulating libraries, including those at Westmount, Quebec, Hamilton, Ontario, and Regina, Sask. In the case



Interesting picture showing one of the big trees in Stanley Park, Vancouver, B.C. The men in the motor car are J. M. Dent, the London publisher; G. S. Forsyth the Vancouver bookseller, and M. J. McLean, of the Canadian branch of J. M. Dent & Sons.

November 1st is the date set for the publication of the authorized life of Lord Stratheona by Beekles Willson. It will be published at \$5.

Eighty private schools of Canada are dealt with in a special section devoted to this country in a book entitled "The Best Private Schools." It is the first of a series of handbooks to deal with education and travel. The editor in his foreword says the work was undertaken with the parent especially in mind, to present a comprehensive and composite view of the private school situation as it is to-day.

of the first named, the department has been running since 1901.

In another column will be found a letter from the Westmount librarian, which is important, especially for its prediction that eventually every public library will circulate music and copies of good pictures, as well as books, in promoting general uplift.

Bookseller and Stationer takes this occasion to advocate the closest possible community of interest between public libraries and book stores in developing wider interest in books, music and art.

Storiettes from Book Titles

The Ragged Messenger stood on The Precipice looking out over The Harbor. His message from A Far Country, and signed by the Conspirators themselves, was in his hand. He had come along The Trail of the Lonesome Pine and had found it A Long Road, but it was Time o' Day to deliver the papers. Down below lay Blue Anchor Inn where Delia Blancheflower was making Love to Richard Carvel, while Ruth Anne, The Official Chaperone of the party, and Michael O'Halloran, The Lovable Meddler, made A Happy Family. Quietly the Laddie made his way down The Right of Way leading to The Inn of Tranquility with its picturesque title.

"Who Goes There?" called out Dick. "It's Me," replied the Boy, whose real name was Doodles.

"What have you?"

"The Indiscreet Letter," whispered The Human Boy.

"I've waited Three Weeks for that," said Dick.

"What is it?" asked The Girl in the Other Seat.

"A letter," replied Dick, taking a Chance.

"What does that K in the corner stand for?"

"It's from Kilmeny of The Orchard," answered Dick.

Delia's face was A Study in Scarlet. "You knew her? The Wife of Sir Isaac Harmon?"

"Yes," said Dick, realizing that Notwithstanding he was The Victim of Circumstance that he had trouble ahead. "It's about Angela's Business," he explained.

She smiled. "What Will People Say?"

But just then Sundown Slim, Dick's old campmate out at The Ranch at the Wolverine, came along. Mary Moreland was on his arm. He explained matters to Delia and got Dick out of The Turmoil.

"You Never Know Your Luck," said Slim, smiling as the couple made their way up The Street of Seven Stars to Cy Whittaker's Place.

"You are A Prince of Good Fellows," said Dick.

"And she was nearly being The Foolish Virgin," answered Slim.

"I like you," said Dick. "It was ever The Way of the Strong to show Fidelity to their Comrades."

And in The Heart of the Hills with The Glory of Youth as their portion, they smiled back at Their Yesterdays and looked forward with hope to The End of the Rainbow, where love finds its reward.

Music and Musical Merchandise

In New York the National Association of Sheet Music Dealers has gone on record in favor of the establishment of a line of popular music to be retailed at 20c net, to cost the trade from 10c to 12c wholesale, and with the specific understanding that such music is not to be sold in the 10c stores, or to any jobber who would sell to such stores.

Some interesting facts were brought out in a discussion as to the cost of conducting the sheet music business. One retailer declared his cost of doing business had been between 29 and 31 per cent. during the past thirty years. Another said that his cost had been 40 per cent. or more. The representative of a prominent retail concern in the West declared that close and accurate figuring had shown the cost there to be 39 per cent. It was the general opinion that the cost of handling popular music was not so great as the cost of handling standard music, owing to the quicker turnover, although in some cases the profits were not at all satisfactory. One member of the Association, who had a chain of music stores, said: "Our business is rather diversified and is scattered over several States. The cost ranges from 27 to 42 per cent. Losses in one place are made up in another, but it is a pretty hard matter to form definite conclusions. We do not think that the average dealer knows what his cost of doing business is. The fact is he has so much money invested and in one year shows more profit than in another. Our cost of doing business differs from 22 to 27 per cent., and sometimes runs to 35 per cent."



DO YOU SELL PHONOGRAPH RECORDS?

Now that fifteen cent phonograph records have "arrived," constituting a really fast-selling line, there is more reason than ever to have a phonograph in the store to promote sales of records. Those who have not yet taken up this line might well do so and the chances are that they will before long be selling higher-priced records as well, not to mention talking machines themselves. They will find, also that the phonograph will help wonderfully in the sale of sheet music.

It may be mentioned that a phonograph is now obtainable in New York at \$8.10.



"While the British Bull-Dog is Waiting at the Door," is the title of a popular new song, the words and music being by Harry Lauder.

June Music Copyrights.

Canada For Ever. Words by Henry E. Cross. Music by Arthur J. Ainsley. Henry E. Cross and Arthur J. Ainsley, Vancouver, British Columbia.

Inspiration Rag. For piano. By J. Keith Milne. (Music.) J. Keith Milne, Montreal, Que., 14th June, 1915.

Hail to Seton. March with song and chorus. Words by Mary Lucille Lewis. Music by Seneca G. Lewis. Seton Hill Academy, Greenburg, Pennsylvania.

To Arms! Canadian Boys. Words and music by Sadie Edwards. Sadie Edwards, Cataraqui, Ont.

Goo-Goo Land. Words by F. G. J. Music by Baron Aliotti. The Alma Publishing Company, Toronto, Ont.

Mary Dear. A war song of the Canadians. Words and music by T. B. Richardson. T. B. Richardson, Toronto, Ont.

Come My Beloved. (Vieni Carina.) Words by Lena Shackelford Hesselberg. Italian version by G. Viafora. Music by Edouard Hesselberg. (D'Essenelli.) Whaley, Royce & Company, Limited, Toronto, Ont.

The Forty-Eight Highlanders. By Lillie A. Brooks. (Song.) Lillie A. Brooks, Toronto, Ont.

She was just a Dancer in a French Cafe. Words by Frank Sturgis. Music by Sam Smart. Jerome H. Remick & Company, New York, N.Y.

That's When I'll Marry You. Words by Al. Dubin and Clarence Gaskill. Music by Rennie Cormack. Jerome H. Remick & Company, New York, N.Y.

I'm on My Way to Dublin Bay. One-step march. By Stanley Murphy. Arranged by Ribé Danmark. Jerome H. Remick & Company, New York.

I'm on My Way to Dublin Bay. Fox trot. By Stanley Murphy. Arranged by Ribé Danmark. Jerome H. Remick & Company, New York, N.Y.

On the Bay of Old Bombay. Words by Edward Madden. Music by Melville Morris. Jerome H. Remick & Company, New York, N.Y.

Premier. March two-step. By Geo. S. Irish. (Music.) Jerome H. Remick & Company, New York, N.Y.

I'm Going Back to See You, Mamma. Words and music by J. H. Kemp, Montreal, Que.

Soldier! Words by Aileen Beaufort. Music by Jean Atkinson. Jean Atkinson, Edmonton, Alberta.

Raymond Fox Trot. By Harry H. Raymond. Jerome H. Remick & Company, New York, N.Y.

Ypsilanti. Comic Song. Words by Alfred Bryan. Music by Egbert Van Alstyne. Jerome Remick & Company, New York.

Circus Day in Dixie. Words by Jack Yellen. Music by Albert Gumble. Jerome H. Remick & Company, New York.

Outside. Words by Arthur Goodhart and Joe Goodwin. Music by Herman Paley. Jerome H. Remick & Company, New York.

You Better Start Working on Your Wedding Gown. Words by Joe Lyons. Music by Charley Straight. Jerome H. Remick & Company, New York.

Home Was Never Like This. Words by A. Seymour Brown. Music by Albert Gumble. Jerome H. Remick & Company, New York.

Chin-Chin. (Open Your Heart and Let Me In.) By A. Seymour Brown. Words and music.) Jerome H. Remick & Company, New York.

My Trilby Maid. Song. By Harold Attridge, Bobby Jones and Billie J. Morrissey. (Words and music.) Jerome H. Remick & Company, New York.



MUSIC RECEIVED.

The Flag That Never Comes Down, by Herman Finck. Toronto: Hawkes & Harris Music Co. Price, 30c.

This is by the composer of "In the Shadows," and it is interesting to observe that the entire profits are to be given to the Princess of Wales fund. This is known as the Daily Sketch war song.

Boys of the King, by Clifton Bingham. Toronto: Hawkes & Harris Music Co. Price, 15c.

The author of this song wrote those world-wide successes, "Love's Old Sweet Song" and "Sing Me to Sleep."

Your King and Country Need You. Toronto: Hawkes & Harris Music Co. Price, 15c.

The Canadian Music Book, No. 1. Toronto: Hawkes & Harris Music Co. Price, 25c.

This number contains 21 songs, including compositions by Carey Jacobs-Bond, Ethelbert Nevin and C. Gounod.

Other music received from the same house includes "Boys in Khaki, Boys in Blue"; "Hail, King George"; "Are We Downhearted?—No"; "We're Irish and Proud of it, too"; "It Takes an Irish Heart to Sing an Irish Song."

Developing the Wall-Paper Business

Advantage is With the Book and Stationery Store Having Thoroughly Appointed Wall-paper Department, When It Comes to Papers of the Highest Grade.

FEW departments in the store are capable of such profitable development as that devoted to wall-paper. Any book and stationery merchant who is not of that opinion, either has not investigated thoroughly or he has allowed other merchants, who have interested themselves in the question more thoroughly, to beat him out.

It is pretty safe to say that of a given number of book and stationery stores which include wall-paper departments worthy of the name, the total volume of book sales in the year does not measure up to the total sales of wall-paper.

This is not meant to be taken as an argument that wall-paper, essentially, has greater possibilities than books in building up business but, assuming the truth of the statement that has been made and considering the outstanding successes that some book and stationery merchants have scored as wall-paper dealers, does it not demonstrate conclusively that many retailers have been woefully lacking in perspicacity by not taking advantage of the means of profitable trading, on a considerably larger scale than the average class of merchandise in the book and stationery stock proper, which the wall-paper business affords?

One book and stationery firm in a city of less than 30,000 population, which the writer has in mind, does a business of about \$10,000 a year in wall-paper alone—that is, one-third of his total business is done with wall-paper, indicating that wall-paper should be credited in equal terms with books and stationery, in describing the business. Following out that idea, would it not be well for such a merchant to describe himself as a book, stationery and wall-paper merchant, or incorporate the words Books, Stationery and Wall-paper as the three cardinal branches of his business?

In recent years there has been a growing tendency for dry goods stores and hardware stores to exploit the wall-paper trade and as they have been pushing and featuring their wall-paper departments there is no gainsaying the fact that too great a proportion of booksellers and stationers have failed to stand by their guns. They have gradually retreated and too many have completely capitulated by discontinuing their wall-paper departments altogether. These men have lacked nerve and foresight. At the first sign of any movement to encroach on their field, they

should have put the utmost energy into the management of this department. This activity, along with aggressive publicity in the way of window displays and such advertising as newspaper space, booklets with illustrated reproductions of new patterns, as freely furnished by wall-paper manufacturers, as well as individual letters to old and prospective new customers, would naturally conserve trade in spite of all the onslaughts of newcomers in the field, because the latter would not be able to offer any price advantage.

When a new competitor begins business with a larger and more varied stock, besides giving the public better prices, it stands to reason that he will succeed. It is the duty of the old established dealer to see that this is not allowed to happen.

Wall-paper has for years been closely identified with bookstores. Consequently it is a natural field for booksellers and stationers to cultivate. Those who have been negligent in this respect should gird themselves to recover the ground they have lost and those booksellers and stationers who have not as yet handled wall-paper, would do well to thoroughly look into the question, because it is notoriously true that there is not a large enough proportion of sales of goodly size in the average business of book and stationery stores. The wall-paper business presents a good opening for bringing up that average. It is true that most of the papers sold are at fifteen cents a roll and under, but there is a big field to develop in the selling of higher priced papers and the book and stationery store is peculiarly suited for the development of business in the higher grades of wall-paper. This is exemplified in a few towns where cheaper papers are left to other dealers, while book and stationery dealers handle only papers selling at 25c a roll and over. That is by no means general, however, nor does Bookseller and Stationer advocate it as an advisable course; it is mentioned simply to accentuate the fact that the bookstore has a decided advantage in appealing for the very best wall-paper trade.

One good suggestion may advantageously be brought forward here, and that is that special stress be laid upon the suitability of wall-paper as a Christmas gift for the home; by featuring that idea strongly many sales of wall-paper will be developed and by the very nature of these purchases, it will mean that the

purchasers will select papers reasonably high in price. There is a goodly harvest in store in that branch of trade alone for the merchant who will push holiday trade with the proper degree of aggressiveness and intelligence.



COMPANY IS INCORPORATED.

The wholesale and manufacturers' agency business established in Toronto about nine years ago by A. R. MacDougall has just been incorporated as A. R. MacDougall & Co., Limited, with a capitalization of \$50,000. A. R. MacDougall is president and general manager, W. E. Papst, sales manager, J. R. Boynton, secretary-treasurer, B. O. Wisener, warehouse manager.

This lusty concern has had a remarkable growth in the past few years and it is apparent that greater things than ever are in store for the company now incorporated. Readers of Bookseller and Stationer will recall the paragraph in the January issue referring to Mr. MacDougall's entrance upon his twenty-fifth year on the road, selling stationery, coming to Toronto slightly over nine years ago, and establishing the firm of A. R. MacDougall & Co.

W. E. Papst, the sales manager, was with Mr. MacDougall five years ago for one year, but had to resign, going to California for his health. He came back in July, 1914, and has been with the MacDougall concern since that time.

Mr. Wisener was employed with the firm for six years until July, 1914, and after a year's absence, comes back to take the position of warehouse manager.

Mr. Boynton, who has charge of the office, has been with the firm since May, 1914.

Mr. MacDougall left August 1st on a trip through the West to the Pacific Coast, and was away three months. It is five years since he has been through that section of the Dominion and in addition to selling the firm's lines, his object is to again meet the trade and to be right on the ground to see present conditions in the North-west.

The Eastern Provinces will be covered by S. J. Huber and Charles Papst, while in covering the city of Toronto, W. E. Papst will be assisted by Arthur Haviland, the latter having formerly been with the Raphael Tuck Co.

New Goods Described and Illustrated

Typewriter Specialty.

A new typewriter specialty which has just been introduced to the trade is the Peerless Cushion Cylinder Ring made of rubber, these rings prevent the operators' fingers from becoming raw and sore through turning the twirler; operators endorse and recommend them to their fellow operators, thus one sale helps to sell other sets.

New Mailing Tube.

A mailing tube which wraps contents in cardboard with a manilla wrapper with string fastener or gum fastener, is a meritorious article for stationers recently introduced by a Brooklyn firm.

Triangle Reflex Pencil.

The triangle reflex pencil is an automatic pencil operated by a slight pressure to adjust the lead by means of a spring catch. It is equipped with a vest pocket holder and display card holders are provided, mounting a dozen pencils. In sterling silver they retail at a dollar and they are obtainable in a cheaper material for retailing at 50c.

Home Check Protector.

The Home Check Protector which sells at a dollar is a new device and the makers claim for it that it will protect the amount of any check as well as machines costing ten times as much as this one. A slightly more expensive model is provided with an inking pad.

Hair Drying Comb.

A hair drying comb is a new item that will probably prove a good seller. The makers say it will dry the hair in a few minutes by means of a heater inserted in a tube in the upper part of the comb. It retails at a dollar in the United States.

"Mutt" and "Jeff" are now obtainable in cigar lighter models.

A new knife sharpener, that will interest stationery and novelty dealers, a fifty-cent retail item, has diamond-hard sharpening rolls which quickly put on a keen edge when a knife is given a few passes through the slot provided for that purpose.

Knife Tool Kit.

A pocket knife tool kit is put out by a New York house containing nine different tools attachable to the knife in a second. This "9 in 1" article provides its owner with these tools: screw driver, cork puller, cap lifter, reamer, chisel, knife, file, saw and a pocket book. It has been suitably described as the "Boy Scout's Best Friend."

Penny in the Slot Baseball.

A one-cent baseball machine is a device which duplicates various plays of the game of baseball by dropping a penny in the slot. The machine costs \$30.

New Toys.

The "Buzz" singing, flying toy flies around in the air humming like a bumble bee or singing as loud as a steam siren.

Dutch windmills, garages, railroad stations, and barns in collapsible cardboard form are now being offered the trade.

Wrapper for Wedding Cake Boxes.

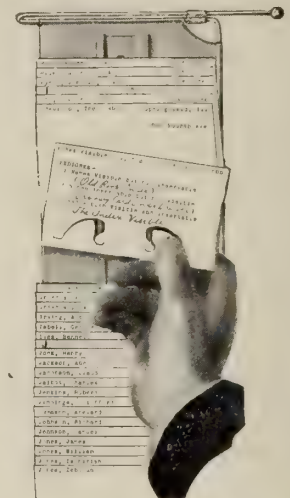
A novel form of wrapper for wedding cake boxes is being shown by Buntin, Gillies & Co., Limited, Hamilton. This is a strip of white paper the same width as the box, gummed at the ends so that it may be quickly and neatly attached. On the top is printed a cluster of bells in silver and spaces marked for name and address. The new style of wrapper is a great time saver and insures a dainty package.

A self-inking dater has just been put out by the Osborne Mfg. & Novelty Co., Cambridge street, New York. The ink pad is arranged to strike the date squarely, so that when once set the date will always print in a straight line. Self-inking dating stamps are not new, but this model has some new features which make it interesting to the trade.

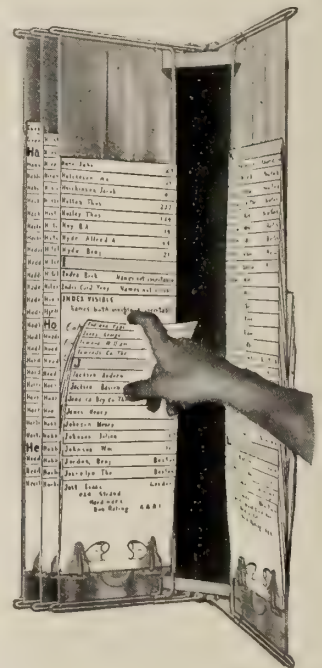
Lists Received.

From the Line-a-Time Mfg. Co., Rochester, comes an interesting illustrated catalogue dealing with the Line-a-Time family. The Line-a-Time is a copy holder for typewriters and billing machines and is made in a variety of sizes to support any copy from stenographers' notesheets. It stands behind the typewriter or billing machine, holds the copy direct-

ly before the eyes of the typist and is operated by a light touch of the right hand little finger. One of the advantages which the makers emphasize is that this device not only supports the copy in front of the operator and directly in



her line of vision, but attracts her attention only to the portion of the copy to be read. It is maintained also that



the Line-a-Time besides being a labor saving device, increases the output of books to large sized statistical report the typewriter and billing machines.

WELDON ROBERTS RUBBER ERASERS



SCHOOL ERASERS of all kinds and sizes.

Send for samples.

All styles of Erasers for Office, Library, Architect,
Artist and the Home.



WELDON ROBERTS RUBBER CO. OFFICE & WORKS NEWARK, N.J. U.S.A.

SHEET MUSIC AND MUSIC BOOKS OF THE BETTER CLASS

We are sole representatives in Canada of the leading English music publishers and carry a very complete stock of standard publications for educational and general use.

NEW SONGS, PIANO MUSIC, VIOLIN and ORGAN MUSIC, ANTHEMS and CHORUSES in great variety. Liberal discounts to the trade.

ANGLO-CANADIAN MUSIC PUBLISHERS ASSOCIATION, Ltd.

ASHDOWN'S MUSIC STORE

144 Victoria Street, TORONTO



Registered

Before buying a fresh stock of pens, get samples and prices of the famous

"Rob Roy" Pen

the popular and quick-selling pen.

It is made of fine steel, writes easily and smoothly and suits almost any hand. "Rob Roy" Pens are made in one of the best equipped factories in Birmingham, Eng.—the home of the pen-making industry.

Manufactured by the proprietors:

Hinks, Wells & Co., Birmingham, Eng.

Stafford's Inks

**Mucilages and Paste
are Made in Canada**

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

The McKinley Edition of Ten-Cent Music

will always hold first place as an Edition of Standard, Classic and Teaching Music.

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the Teacher, Student and the Accomplished Musician.

It has proved itself, to thousands of dealers, to be the best foundation for a sheet music department.

Every copy of The McKinley Edition sold means a profit of over 200% to the dealer.

The McKinley Edition (Revised for our Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a "Trade Bringer" is the catalogues bearing the dealers' imprint which are supplied with both of these Editions. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and
Particulars to-day.

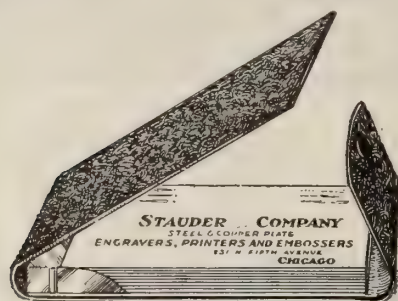
McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House" in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET

BUSINESS CARD HOLDERS.

Illustrations are presented here of a line that is now being introduced to the Canadian trade by the Fonder Engraving



ing Company, of Chicago. The holder accommodates ordinary cards, obviating the use of scored or perforated cards. Folder cards may be used as well as single cards. Probably the most interesting news for the retailer is



that these outfits may be sold at a price enabling him to double his money. This card case or holder comes in twenty-three different sizes.

Has Automatic Stop.

The Stewart pencil sharpener has a new feature, being an automatic stop between the cutting cylinders, thus preventing the possibility of breaking the leads. Another new feature in the sale of this sharpener is that an extra set of cutters is supplied with each machine.

The Chatsworth Stationery Case is a new offering by Menzies & Co., the case accommodating fifty sheets of linen writing paper with envelopes to match. The case has a handsomely decorated cover. In the space below the pad of writing paper, information is given regarding postal money order rates.



Trade News from Montreal

More Stationery Men Join the Colors
—Letterettes and Ink Pellets
for Soldiers, Good Selling
Lines.

Montreal, July 30th.—In this city "Jaffery," by W. J. Locke, appears to be the best seller, and is followed closely by "A Far Country," by Winston Churchill. Dealers are also expecting big things from "Of Human Bondage,"

by a new author in the fiction world, W. Somerset Maugham, a work which has only recently been put on the market. Punch has something to say about the pronunciation of this author's name in a recent issue. It appears that Maugham's name sounds something like "warm," in "It is a Waugham day." Punch remarks that the Scotch will now be calling him Maughrmm. "Of Human Bondage" records a man's life from the ages of nine to thirty, carrying him through many varied experiences. The book has distinct merit. There is also a continued sale for "The Double Traitor," by Oppenheim, which many people consider the best thing he has done.

Booksellers in Montreal report a little more stir in Canadiana, and confidently expect more business from now on. The railway authorities are predicting heavy tourist traffic from the United States during the months of August and September, and it will pay booksellers in points of interest to have their stocks in readiness. The best class of American tourist business usually begins in August, that being about the time when school maams and lesser American lights have had their little vacations.

War books continue to move fairly well. "With the Allies," by Richard Harding Davis, is still leading, but there is a very good demand for "A General Sketch of the European War—The First Phase," by Hillaire Belloc. It is a matter of wonder to bookmen to find Hillaire Belloc, known as the author of a number of charming books of essays, suddenly recognized as a leading authority on war. "The Battle Glory of Canada" is a new work just off the press, and is favorably commented on by Montreal military men who have returned from the front. It deals with the part played by the Canadian troops in Flanders. In a paper cover it retails for a quarter.

The Scottish Branch of the British Red Cross Society has published a work entitled "Scotland for Ever," which is being offered to the public at \$1.25. It is more or less of a picture book, and is not likely to be in great demand just now; towards fall, however, there should be a heavy demand from the Scottish population.

A Montreal newspaper on Tuesday, Aug. 3, had a full page advertisement for kodaks and kodak supplies. The space was divided among the druggists, photographic supply houses and stationers of the city. One of the leading booksellers contracted for a section in which he advertised photo albums. This is an idea which could be profitably copied by dealers in other cities. The newspaper supplied the cut for the general scheme.

There is little to say about stationery this month. Letterettes and ink pellets for soldiers continue to have a big sale.

NEW CONCERN MAKING LOOSE-LEAD DEVICES.

Luckett Loose Leaf, Limited, Will Market Products Through the Trade.

A new Canadian concern which has recently been organized to enter upon the manufacture of loose leaf devices and supplies is Luckett Loose Leaf, Limited, of Toronto. The head of this concern is J. S. Luckett, who has had years of experience in one of the best known loose leaf manufacturing concerns of the United States.

What will especially interest Canadian stationers is the fact that the cardinal feature of the policy of this new concern is to market its products through the stationers and printers of this country.

Bookseller and Stationer has been favored with a copy of this concern's first catalogue, which has just been completed.

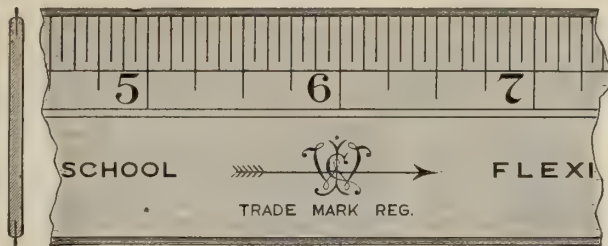
At the outset, one is favorably impressed by the practical arrangement of this catalogue, particularly the marginal indexing by means of which one can immediately turn to that part of the catalogue dealing with any particular branch, such as ledger outfits, solid post binders, or ring books. There are fifteen of these main divisions—all indicated by the cut-out marginal index. In addition to this there is a numerical index giving the catalogue number of everything listed in the book, its name, price and page on which it is described. This will be sufficient to indicate the practical value of this catalogue to the dealer.

The catalogue comprises 88 pages with numerous illustrations, presenting the whole line in such a manner as to make the whole proposition easily understandable and this, as most readers of Bookseller and Stationer know, has been the stumbling block which has prevented many a stationer from going aggressively after this business.

In conversation with Bookseller and Stationer, Mr. Luckett said that he had for several years been impressed by his knowledge that thousands of dollars worth of devices and supplies had been sold annually by United States concerns to Canadian purchasers and finally he decided to establish a Canadian concern, adequately equipped to take care of this business.

The project has been carried forward with commendable enterprise. Mr. Luckett's faith in Canada being such that he was not deterred by the outbreak of the war a year ago.

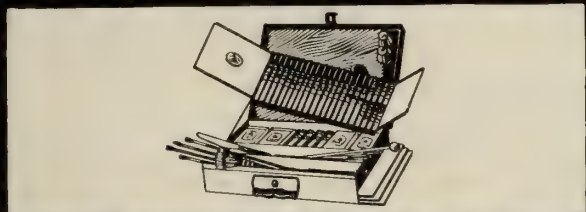
This new concern is located in commodious quarters at 215-219 Victoria street, Toronto, and is now ready for business. The final message in the company's list is: "Every item shown in this catalogue, including metals is made in Canada by Canadian workmen."



*No. 777 1½ in. wide, and only 1-16 in. thick, 12 inches long.
Very flexible, double brass edges, ready for use either side up. Sixteenth scale on one side, millimeter scale on the other.
You are overlooking a good one if you do not carry our School Flexible.

WESTCOTT-JEWELL CO., SENECA FALLS, N.Y., U.S.A.
RULER MAKERS EXCLUSIVELY

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON CO.
ESTD. 1842. MONTREAL.



LOCAL VIEW POST CARDS ADVERTISING POST CARDS

IN RUNS OF 1000

That's our specialty. As the only Post Card concern in the country devoting its entire effort and attention to one-thousand runs we offer you unusually satisfactory service, prompt delivery and best possible prices. Supplied in Black and White Photogloss and in our rich Autocolor.

Send to-day for samples and prices.
Jobbers wanted everywhere.

GILBERT POST CARD CO.

309 River Street

CHICAGO

BLANK BOOKS

No Matter What Size
No Matter What Kind
No Matter What Quantity

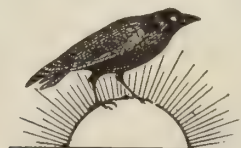
WE HAVE THE GOODS

and ours are the right quality at the right price.

Columnar Books
Trial Balance Books.
Grocers' and Butchers' Pass Books.
Counter Books.
Pocket Ledgers.
Journals.
Cash Books.
Ledgers.
Minute Books.
Docket Books.
Cargo Books.
Index Books.
Bill Books.
Time Books.
Transit, Level and Field Books
Reporters' Note Books.
Books of Notes.
Books of Drafts.
Books of Receipts.
Parcel Receipt Books.
Order Books.
Etc., etc., etc.

Write for Descriptive catalog.

SPECIAL BOOKS MADE TO ORDER.



W.V. Dawson
LIMITED

Montreal

Toronto

Winnipeg

Time and Material Saver. Weighs about 4 lbs. Fully nickel-plated. 100¢ fool-proof.



IDEAL SELF-FEEDING AUTOMATIC PORTABLE EYELETTING MACHINE.

This new machine has a "Trough Magazine" for the reception of Ideal Eyelets formed into strips of (15) fifteen (patented in the United States and foreign countries.) With but one stroke of the handle papers are perforated, eyelets are automatically inserted and made secure, without a miss or a skip. **NOT AN EYELET IS LOST.** No other portable device as efficient, none so simple or sturdy of construction as the Ideal. A real boon to the busy office.

FREE TRIAL

One only Ideal Automatic Self-Feeding Eyeletting Machine sent to responsible dealers on 30 days' trial. It must meet fullest approval or may be returned for credit. Price and trade discount from sole Mfrs.

IDEAL SPECIALTIES MFG. CORP.

552 PEARL STREET
NEW YORK, U.S.A.

IMPROVED SUPERIOR PAPER FASTENERS

(Improved August, 1914.)

ARE APPROPRIATELY NAMED. THEY ARE SUPERIOR TO ALL OTHERS.

Improved Superior Paper Fasteners have double prongs, two (2) piercing points tend to prevent papers from twisting.

ACTUAL SIZE



SEE THOSE PRONGS?



TRADE MARK

Improved Superior Paper Fasteners have closed prong housings which protect fingers from being lacerated; this is not so with the open sleeve kind.

Recent Improvements (i.e.) deeper double prongs and prong housings and the new chamfered edges, each an added efficiency, have made the Improved Superior Paper Fasteners fit the paper. They are by far the peer of all others.



Made in America by
The Oldest Lead Pencil Factory in America

WHEN we announce that the "Van Dyke" Is the Best pencil we have produced, every stationer knows that it must be one of exceptional merit.

Fifty years of experience, coupled with the best efforts of our chemical laboratory in the conduct of varied and prolonged experiments to provide what is essential in a lead we would call "our best," have resulted in the "Van Dyke."

Absolute smoothness, an unvarying texture and a wear-resisting durability—elements so necessary in the ideal drawing lead, have been developed to an unusual extent, and the "Van Dyke" will more than satisfy the most critical of professional and technical users.

No. 600 "Van Dyke" is Hexagon Shape, Yellow Polish, with lead in the following degrees: 6B, 5B, 4B, 3B, 2B, B, HB, F, H, 2H, 3H, 4H, 5H, 6H, 7H. *Quality and Accuracy of Degree of Lead Guaranteed.*

We shall be glad to submit samples and interesting prices to the trade upon request.

EBERHARD FABER

NEW YORK



PHYSICAL CULTURE

The Leading Publication of its kind.

Edited by John Brennan.

On sale the 21st of each month from your News Company. Fully returnable within 60 days. Give it a display. Call your customers' attention to it and they will not want to be without it.

Advertising matter furnished on request.

PUBLISHED BY

PHYSICAL CULTURE PUBLISHING CO.

FLAT IRON BUILDING

NEW YORK

HOLD THE LINE



(Registered)

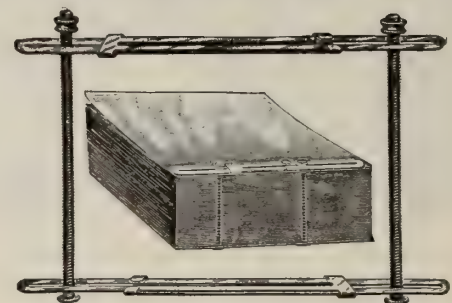
Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

Supplied by all the leading wholesale houses in Toronto and Montreal.

London (Eng.)
Export Agency,
8 St. Bride St.,
LONDON, E.C.

To everyone who uses a Loose Leaf System you can sell the

"F-B" Loose Leaf Holder



Pat. May 13, 1913

Keeps his old records in permanent form instead of lying around in disorderly bundles.

Permits quick and easy reference. Practical and low-priced. Adjustable to fit any size of paper, or whatever the location of punch holes.

Send to-day for prices and particulars.

ROCKHILL & VIETOR, Sole Agents, Dep't "F-B"
(Branch: 180 N. Market St., Chicago) 22 Cliff St., New York

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word per insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

MISCELLANEOUS.

BOOKS—ALL OUT OF PRINT BOOKS SUPPLIED no matter on what subject. Write us. We can get you any book ever published. Please state wants. When in England call and see our 50,000 rare books. Baker's Great Book shop, 14-16 John Bright Street, Birmingham, England.

PAYSON'S INDELIBLE INK. TRADE SUPPLIED by all Leading Wholesale Drug Houses in the Dominion. Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.

FOR SALE, AT A BARGAIN—AUTOMATIC card printing press, complete with type and all equipment, ready for use. Send for particulars and price. The Grigg Book & Stationery Company, Pembroke, Ontario.

THE VIKING PENCIL WORKS OF COPENHAGEN, Denmark, are open to appoint responsible representatives in Canada to handle complete range of "Viking" copying, coloured and lead pencils. Write, giving full particulars.

CARBON PAPERS AND TYPEWRITER RIBBONS

Manufacturers of the highest quality.

It will pay you to give your customers the best.

J. A. HEALE & CO.

96 JOHN STREET NEW YORK

HOTEL DIRECTORY.

HALIFAX HOTEL
HALIFAX, N.S.

ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents.

154 Toronto St. 52 Can. Life Bldg.
Toronto Montreal

TICKET and CONDUCTOR PUNCHES

THE BEST MADE

THE FRED J. MEYERS MFG. CO., Hamilton, Ohio, U.S.A.



When answering an advertisement in this paper tell the advertiser where you saw it.

Proving a Tremendous Selling Help

The new, illustrated booklet, "How to Place Your Pictures," is creating unusual sales for many dealers, and is free to you for the asking. The booklet points out the numerous uses of

MOORE PUSH-PINS

Glass Heads, Needle Points
MOORE PUSH-LESS HANGERS
The Hanger with the Twist
Has inclined tool-tempered steel nail

and suggests many ways of greatly increasing your sales of these everyday conveniences. Link up your store and efforts with our extensive advertising and write for prices and discounts to-day.

MOORE PUSH-PIN CO., 113 Berkley St., Philadelphia, Pa.



FREE SAMPLES TO DEALERS

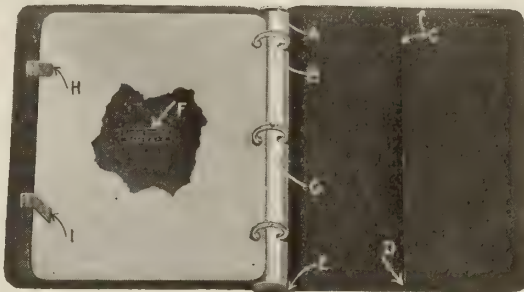
Whitedge Efficiency Carbon Paper
Once used always wanted

Quality builds business most effectually. Quality in typewriter carbon papers is best exemplified in **Whitedge Efficiency**, as indicated by the verdict of thousands of the most experienced and capable typists, who prefer this brand because they have proved its merit. Give the typists the carbon paper they know to be best and their work will naturally be good. That is a strong point for dealers to keep in mind—with every box of **Whitedge Efficiency** they sell they will satisfy a customer, and that is what creates what every dealer is after—**Repeat orders**. Send to-day for free samples to prove quality.

Made only by **THE H. M. STORMS CO., New York**

A. S. HUSTWITT CO., Canadian Distributors, 44 Adelaide St. West, Toronto

JUST OUT
Made in
Canada



BADGER
RING
BOOK

Carried in 2, 3, 5, 6 and 7 Rings

A—Automatic levers permit the user to open or close the rings without touching them. No pinched fingers or soiled sheets.

B—Flat rings. Leaves don't tear out.

C—"Built-in" pocket. Can't peel or tear from binding.

D—Pocket reinforced with cloth. Won't rip.

E—A one-piece lining extends throughout width of cover and under fixture. The usual two-piece lining is apt to peel

along the inner edges. The one-piece lining cannot peel and is much more slightly.

F—Gold imprint.

G—Highly nickel-finished top plate.

H—This is the ordinary shaped index tab which is apt to tear from the sheet with little wear.

I—This is the **BADGER** index tab. Its different shape and greater surface covering increases its strength and wearing quality.

In the **BADGER RING BOOK** the patented fastenings by which the rings are firmly riveted to the plates makes it impossible for them to work loose.

The manner in which the ring pressure is applied is an entirely exclusive **BADGER** feature. The mechanism is so constructed that a more binding grip is procured than any other make of ring book.

METHOD OF OPERATION

TO OPEN RINGS—Place thumbs on **In**-side of levers. A slight **Outward** pressure opens them.

TO CLOSE RINGS—Place thumbs on **Out**-side of levers. A slight **Inward** pressure closes them.

Our new **Fabrikoid Ring Book Covers**, with flexible binding, are good looking and wear well. Cover to fit leaf 11 x 8½—½ inch rings—\$2. This same cover bound in leather—\$3.50. We stock all standard sizes in both the **fabrikoid** and heavy cowhide leather.

The Heinn Company

R. W. Riddell, Pres.-Treas.



Walkerville, Ontario

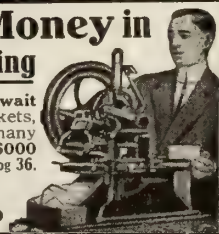
W. T. Wood, Secretary.

There is Big Money in Automatic Card Printing

The Automatic prints while you wait Business and Calling Cards, Tickets, Invitations Announcements & many others. Prints 100 per minute, 6000 per hour. Write today for our free catalog 36.

S. B. FEUERSTEIN & CO.

542 W. Jackson Blvd., CHICAGO



JOHN BULL'S SURPLUS CHILDREN

By Denis Crane

Author of "A Vicarious Vagabond," etc.

An examination into the question of Child Emigration.

London: **HORACE MARSHALL & SON**
Canada: **FRANK HILLS, Hamilton, Ontario**

PRICE, \$1.00

BUYERS' GUIDE

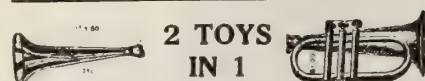


**MADE
IN
CANADA**

ADDING MACHINE ROLLS

More profit for the dealer.
Write us for samples and prices.

MONARCH PAPER CO., Limited
Manufacturers 419 King St. W., Toronto



THE NEW SONOPHONE

A real brass horn and musical instrument combined. Every child can blow a horn, then play the musical instrument.

A BIG SELLER THIS YEAR.

Sonophone Co., 338 Broadway, N.Y.

L. G. BEEBE, Canadian Representative,
53 Yonge Street, Toronto

LOOSE-LEAF METALS

De Luxe Line Metals are used in every civilized country in the world. We make all kinds. Write for Catalogue No. 32.

WILSON-JONES LOOSE LEAF CO.
CHICAGO NEW YORK

Wycil & Company

85 Fulton Street, New York City

carry a large stock of

**German, French, Spanish
and Italian Grammars**

of the

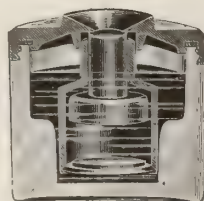
Gaspey-Otto-Sauer Series

Liberal Discounts to the Trade

THEY MAKE MONEY

For the Dealer because they Save Money for the Customer.

Sectional View. Pen, pushing down float in middle, forces fresh ink onto penpoint. Float then closes bottle like a cork. No waste, spill, spatter or blot. Ask for descriptive catalog.



Self-closing Inkstand.

Sengbusch Self-Closing Inkstand Co.
200 Stroth Building, Milwaukee, Wis., U.S.A.

ART SUPPLIES.

Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.

BLOTTING PAPERS.

The Albemarle Paper Co., Richmond, Va.
John Dickinson & Co., Montreal.
Dawson & Sons, W. V., Montreal.

BLANK BOOKS.

Boorum & Pease Co., Brooklyn, N.Y.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
National Blank Book Co., Holyoke, Mass.
The Copp, Clark Co., Toronto.

CHRISTMAS AND PICTURE POST CARDS.

Dow & Lester, Foresters Hall Place, Clerkenwell Rd., London, E.C.
Alfred Guggenheim, 529 Broadway, N.Y.
Birn Bros., 266 King St. W., Toronto.
Menzies & Co., Toronto.
Packard Bros., 329 Craig St. W., Montreal, Que.
Valentine & Sons, Toronto and Montreal.
T. J. Wright & Sons, Ltd., Blackhorse Lane, Walthamstow, London.
Samuel A. C. Todd, 26 Bothwell St., Glasgow, Scotland.
Raphael Tuck & Sons Co., Ltd., 9 St. Antoine Street, Montreal.

CODE BOOKS.

The American Code Co., 83 Nassau St., New York.

CRAYONS.

American Crayon Co., Sandusky, Ohio.
Binney & Smith, New York.

EMBOSSING.

Standard Embossing Co., 36-38 Lombard St., Toronto

ENVELOPES.

Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.

FANCY PAPERS, TISSUES AND BOXES.

Dennison Mfg. Co., Boston.
Menzies & Co., Toronto.
A. R. MacDougall & Co., 266 King St. W., Toronto.

FOUNTAIN PENS.

Arthur A. Waterman Co., Ltd., New York.
Mabie, Todd & Co., Toronto.
Sanford & Bennett Co., 51-53 Maiden Lane, New York.
A. R. MacDougall & Co., 266 King St. W., Toronto.
Paul E. Wirt Co., Brown Bros., Ltd., Toronto, Canadian Agents.

INKS, MUCILAGE AND GUMS.

Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Stephens' Inks, Montreal.
S. S. Stafford Co., Toronto.
"Gloy," A. R. MacDougall & Co., 266 King St. W., Toronto.
"Glucine," Menzies & Co., Limited, 439 King St. W., Toronto.

INDELIBLE INK.

Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.
H. C. Stephens, London, Eng.

INKSTANDS.

The Sengbusch Co., Milwaukee.

LEAD AND COPYING PENCILS.

American Pencil Co., New York.
A. R. MacDougall & Co., 266 King St. W., Toronto.

LOOSE LEAF BOOKS, BINDERS AND HOLDERS.

The Brown Bros., Ltd., Toronto.
Boorum & Pease Co., Brooklyn.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Copp, Clark Co., Toronto.
National Blank Book Co., Holyoke, Mass.
Rockhill & Victor, 22 Cliff St., New York City.
Smith, Davidson & Wright, Ltd., Vancouver.
Warwick Bros. & Rutter, Toronto.
Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

THE FAULTLESS LINE OF LOOSE LEAF METALS

Most complete line of Ledger, Sectional Post, Solid Post and other Loose Leaf Metals.

On request to-day our Catalog GC and special proposition.

STATIONERS LOOSE LEAF CO.

342 Broadway - Milwaukee, Wis.
203 Broadway - New York City

HOGGSON TIME STAMPS

Time Every Act, Operation or Transaction



In Successful Daily Use
Since 1889

PRICE:

\$5.00, \$10.00, \$15.00

GUARANTEED

S. H. HOGGSON & CO.

Thames Building
NEW YORK

Standard Commercial Works

**CANADIAN CUSTOMS TARIFF
HAND BOOK.** Enlarged and revised to date.Price, \$1.00

MATTE'S INTEREST TABLES at 4 to 10 per cent.Price, \$3.00

MATTE'S INTEREST TABLES at 3 per cent.Price, \$3.00

HUGHES' INTEREST TABLES and book of days combined, at 3 to 8 per cent.Price, \$5.00

HUGHES' SUPPLEMENTARY INTEREST TABLESPrice, \$2.00

HUGHES' INTEREST TABLES at 6 and 7 per cent., on folded card, Price, \$1.00

HUGHES' SAVINGS BANK INTEREST TABLES, at 3 or 3½ per cent., each on separate card.Price, \$1.00

BUCHAN'S STERLING EXCHANGE TABLESPrice, \$4.00

BUCHAN'S STERLING EQUIVALENTS AND EXCHANGE TABLES. Price, \$4.00

BUCHAN'S PAR OF EXCHANGE (Canadian) Mounted on card. Price, 35c

THE IMPORTER'S STERLING ADVANCE TABLES. From 5 to 100 per cent. advancePrice, \$2.00

IMPORT COSTS. A new Advance TablePrice, \$1.50

THE IMPORTER'S GUIDE. Advance TablesPrice, 75c.

A complete catalogue of all the above publications sent free upon application.

Morton, Phillips & Co.

PUBLISHERS

115 Notre Dame St. West . MONTREAL

N.B.—The BROWN BROS., Ltd., Toronto, carry a full line of our publications.

BUYERS' GUIDE

LEATHER AND FANCY GOODS.

Brown Bros., Ltd., Toronto.
Warwick Bros. & Rutter, Toronto.

MAP PUBLISHERS.

Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

METAL PARTS FOR LOOSE LEAF BINDERS.

Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

NEWS COMPANIES.

Imperial News Co., Montreal, Toronto, Winnipeg.
Toronto News Co.
Montreal News Co.
Winnipeg News Co.

PAPER FASTENERS.

Ideal Specialties Mfg. Corp., 552 Pearl St., New York City.

PAPETERIES AND WRITING PAPERS.

W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Brown Bros., Ltd., Toronto.

STATIONERS' SUNDRIES.

Brown Bros., Ltd., Wholesale Stationers, Toronto.
The Copp, Clark Co., Wholesale Stationers, Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Buntin, Gillies & Co., Hamilton.

STEEL WRITING PENS.

John Heath, 8 St. Bride St., E.C., London.
Hinks, Wells & Co., Birmingham, Eng.
Esterbrook Pen Co., Brown Bros., Ltd., Toronto, Canadian Representatives.
A. R. MacDougall & Co., 266 King St. W., Toronto.

TALLY CARDS, DANCE PROGRAMMES.

The Chas. H. Elliott Co., North Philadelphia, Pa.
Verdier, Ltd., 18 Christopher St., London, E.C.
Warwick Bros. & Rutter, Toronto.

TYPEWRITER RIBBONS AND CARBONS.

Mittag & Volger, Park Ridge, N.J.
The A. S. Hustwitt Co., Toronto.
J. A. Heale & Co., 96 John St., New York.

WALL PAPERS.

Buntin, Gillies & Co., Toronto.
STANDARD COMMERCIAL PUBLICATIONS.
Toronto, Phillips & Co., Montreal.

The Copp, Clark Co., Toronto.
Buntin, Gillies & Co., Hamilton.
Eaton, Crane & Pike, Pittsfield, Mass.
A. R. MacDougall & Co., 266 King St. W., Toronto.

PLAYING CARDS.

Goodall's English Playing Cards, A. O. Hurst, Scott St., Toronto.
Consolidated Lithographing and Mfg. Co., Ltd., Montreal.
U. S. Playing Card Co., Cincinnati, O.

PICTURE POST CARDS.

Dow & Lester, Foresters Hall Place, Clerkewell Rd., London, E.C.
Gilbert Post Card Co., 54 W. Lake St., Chicago.
Birn Bros., 266 King St. W., Toronto.
Valentine & Sons Publishing Co., Montreal.
T. J. Wright & Sons, Ltd., Blackhorse Lane, Walthamstow, London.
Raphael Tuck & Sons, Ltd., 9 St. Antoine St., Montreal.
Philip G. Hunt & Co., 332 Balham High Rd., London, Eng.

SHEET MUSIC.

Anglo-Canadian Music Pub. Assn., 144 Victoria St., Toronto.
McKinley Music Co., 1501-15 East Fifty-Fifth St., Chicago.

Eagle ORLOFF Pencils

Retail Price 5c. each



Packed One Dozen in Pull-Off Box—Half Gross in a Carton, Hexagon Shape, Yellow Polish, Gilt Stamp. Accurately graded in NINE DEGREES: 2B B HB F H 2H 3H 4H 6H

These pencils contain the purest and best Graphite, and are specially adapted for DRAUGHTSMEN, ARCHITECTS, LITHOGRAPHERS, BOOKKEEPERS and MERCHANTS.

EAGLE PENCIL COMPANY, 377 Broadway, New York

TOY PROFIT

There is good profit in a line of Toys—besides, it attracts the family trade and that is the kind that pays.

Successful toymen keep posted on trade happenings, new articles, new ideas of salesmanship and window dressing, where to buy stock, etc.

"PLAYTHINGS"

each month has all the news of the toy trade. Subscription price ONE DOLLAR AND FIFTY CENTS a year postpaid.

Subscribe now and join those who are keeping up-to-date and in the swim.

A sample copy free if requested.

McCREADY PUBLISHING CO., 118 East 28th Street NEW YORK



THE SELRIGHT TALKING MACHINE AND
THE ALRIGHT DOG PLAYING AND SINGING
"IT'S A LONG, LONG WAY TO TIPPERARY"



Animal A.B.C. Toy Blocks

Most attractive sellers now on the market. Made up in boxes $6\frac{1}{2} \times 10\frac{1}{2}$ and $8\frac{1}{2} \times 14$. Each set is composed of 24 blocks of light wood covered on both sides with high-grade, 5 colors, lithographed pictures of gripping interest to the juvenile mind.

Write for prices and particulars.

FULTON SPECIALITY CO.

128 FULTON STREET . . ELIZABETH, N.J., U.S.A.



Customers that Come Again

are the kind that bring you surest profits. But customers of this sort are only attracted and held by the reputation for giving good value and satisfactory goods.

One advantage enjoyed by the dealers who handle



M. & V. RIBBONS AND CARBONS

is the regularity with which customers return for repeat orders.

The M. & V. Line is by far the most prominent of Typewriter Ribbons and Carbon Papers to-day. Almost every country in the world knows them as the most dependable and long lasting duplicators procurable. The M. & V. Line give clearer, cleaner impressions for a much longer time than any other ribbons or carbons.

BRANCHES:

New York, N.Y., 261 Broadway.
Chicago, Ill., 205 W. Monroe St.
London, 7 and 8 Dyers Bldg., Holborn,
E.C.

AGENCIES In every part of the world:
in every city of prominence.

Dealers take a well-deserved pride in handling the M. & V. Line. Why not write to-day for terms? Attractive advertising helps sent on request. Write now.

MITTAG & VOLGER, Inc.

Principal Office and Factories, PARK RIDGE, N.J., U.S.A.

NATIONAL

LINE



A Summer Specialty

OUR Photo Albums contain 25 and 50 leaves of black photo paper. They are made in various sizes, with stiff backs hinged to open straight back. The binding is of full black cloth, with gilt side stamp.

You can sell these books during August—or any other time of the year. Retail for 35c to \$1.65.

Send for the National Catalogs.

NATIONAL BLANK BOOK CO.
HOLYOKE, MASS., U.S.A.

REAL PHOTO POSTCARDS

Produced from customers' originals. Good prints may be sent (any size) for reproduction.

PRICES: F. O. B. London, Packing free.

	500 each.	1000 each.
Real Photo Glossy Surface (Toned)	9.50	9.00
Real Photo Glossy Surface (Black and White)	9.00	8.50
Real Photo Matte Surface (Black and White)	8.50	8.00
	per thousand.	

Reduced prices for quantities. Samples post free.

TERMS: 2% cash with order, or against B/L. subject to references.

PHILIP G. HUNT & CO.

Head Office and Factory:—

British Real Photo Post Card Works,
332, Balham High Road LONDON, S.W.

Telegrams: Autobrom-Bal, London.

(City Office: 34, Paternoster Row, E.C.)

All communications to Head Office.



“Look through” this list of School Goods

Insure prompt delivery by ordering
now before the last minute rush.

Scribblers and Exercise Books

New patriotic designs, every grade of paper.

Foolscap Paper

All rulings and qualities.

Blackboard Brushes

“Andrews Wool Felt” and “Favorite Dustless.”

Crayons

Several new styles in chalk and wax
at all prices.

Compasses

Eight lines of popular sellers.

Drawing Paper

Manilla, Cartridge and Hand-made.

Pencil Sharpeners

Retailing from 1c. to \$4.50 each.

School Bags

Leather and Canvas bags in all sizes
and styles.

Watercolors

Including new Royal Academy tin
boxes.

Drawing Pins

American made one-piece steel pins
at reduced prices.

Mathematical Instruments

In sets for primary and advanced work.

Erasers

Note Books

Pencils

Penholders

Rulers

Pencil Boxes

Slates

Slate Pencils



BOOKSELLER & STATIONER

AND

OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty years the recognized authority for those interests.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 143-153 University Ave. WINNIPEG, 34 Royal Bank Bldg. LONDON, ENG., 88 Fleet St., E.C.

VOL. XXXI.

PUBLICATION OFFICE: TORONTO, SEPTEMBER, 1915

No. 9

For Business Reasons

it pays to sell your customers the best fountain pens you can buy. The "best" pen is the one that gives your customers the greatest satisfaction and the longest service for their money. In other words, a quality pen at an attractive price. The materials, the workmanship, the thought and care that go into every

Sanford & Bennett Commercial Safety Pen

Write To-day

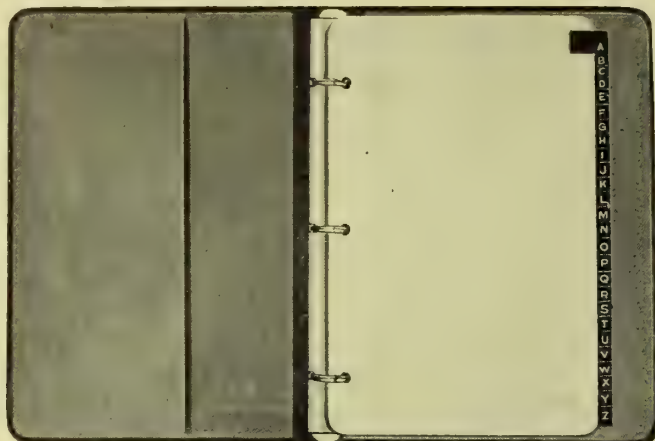
for prices and discounts on Sanford & Bennett Commercial Pens, and Sanford & Bennett Autopens.

Sanford & Bennett Co.

51-53 Maiden Lane, New York

W. E. Coutts, Canadian Sales Agent, 266 King St. W., Toronto

make it durable in wear and most dependable in service. A pen with simple and accurate mechanism — writes perfectly, carries safely — never sweats, leaks or sticks. Can be carried about any old way, in purse, bag or pocket, without spilling ink. A steady seller and a strong favorite with travelers. There are good business reasons for its reputation and popularity.



LUCKETT'S STERLING RING BOOKS

MADE IN CANADA and made RIGHT.

5 Bindings.

96 Stock Numbers.

POCKET—Built in, cannot pull loose at corners or edges. **Reinforced** and anchored at edges, prevents tearing of leather.

RINGS—Mechanically fastened to plates—cannot work loose. Perfect union of joints—will not tear sheets.

METAL—Equipped with Boosters at each end to open rings automatically. Positive, live opening and closing. Mechanically fastened to the binding cannot pull loose.

CONSTRUCTION—Guaranteed. Individual care has been given to every point of construction and methods followed insure best results.

MATERIAL—Nothing but the best is used. Our leathers, canvas and cloth are the highest quality and our imitation leather does not crack and peel.

SHEETS AND INDEXES—Highest grade Made-in-Canada papers. Accurate ruling, trimming and punching. Genuine Leather and Linen Index Tabs, clear cut and firmly attached.

Our line is complete—Memo Books to Ledgers. Write for our 88-page catalog and introductory offer.

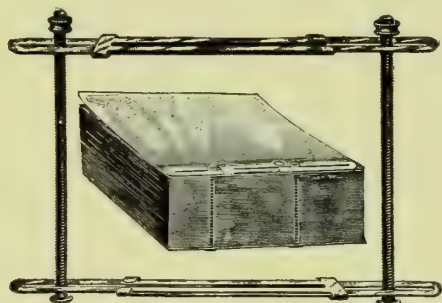
LUCKETT LOOSE LEAF, LIMITED

215-219 Victoria Street

Dept. S.

Toronto, Ontario

To everyone who uses a Loose Leaf System you can sell the "F-B" Loose Leaf Holder



Pat. May 13, 1913

Keeps his old records in permanent form instead of lying around in disorderly bundles.

Pemits quick and easy reference. Practical and low-priced. Adjustable to fit any size of paper, or whatever the location of punch holes.

Send to-day for prices and particulars.

ROCKHILL & VIETOR, Sole Agents, Dep't "F-B"

(Branch: 180 N. Market St., Chicago) 22 Cliff St., New York



Height
four
inches

At last a Sharpener that will not break the point—

STEWART PENCIL SHARPENER

Business men and home-folks just naturally went strong for the Stewart when it was first placed on the market. Now that its usefulness has become better known, the Stewart is a necessity in almost every home and business office.

For the Stewart is made with a special steel bridge—that absolutely prevents the pencil point from breaking.

The Stewart is a time and dirt saver and an economizer of pencils. It encourages neat habits—and prevents the mistakes due to indistinct pencil marks. Sells for \$3.00.

Extra set of cutters with each machine, giving practically two sharpeners for the price of one.

Get the Stewart on display in your store now before its sale is diverted elsewhere.

Write for Trade Discount.

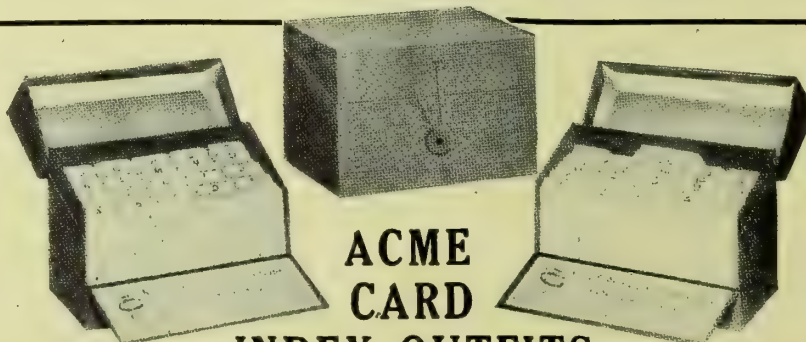
A. R. MacDOUGALL & CO., Limited

Canadian Representatives

266 KING STREET WEST - TORONTO, ONTARIO

Every Store and Business a Prospect

Every store, every business office in your locality is a waiting buyer for Acme Card Index Outfits. Their usefulness is apparent at sight, even for household use. Made of strawboard, covered with cloth, and fitted with tape and disc fastener. Have the strength necessary for long, satisfactory service and at a price that pleases everyone.



ACME CARD INDEX OUTFITS

Complete with Blanks and Index Cards. Three Inches Deep Inside.

The Globe-Wernicke Co. Ltd. Stratford, Ont.

Three Most Popular Outfits:

No. 35-A—Box of 200 White Cards, 3x5, record ruled (Form 1-8); 1 set 25 Alphabetical Guides, Buff.

No. 35-B—Box of 150 Buff cards, 3x5, record ruled (Form 1-8); 1 set monthly guides, Salmon; 1 set daily (1-31) Guides, Blue.

No. 35-C—Consisting of 1 Box: 150 Buff Cards, 3x5, ledger ruled (Form 30-8); 1 set (10) Alphabetical Guides, Blue; 1 set (5) Alphabetical Guides, Salmon; 1 Guide Card printed "Closed Accounts."

Wrapped singly. Write us for catalog and trade prices.



Royalty Queen



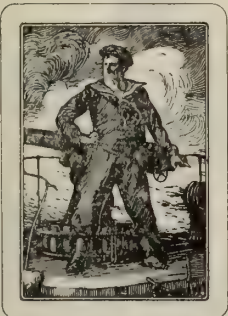
Ocean to Ocean



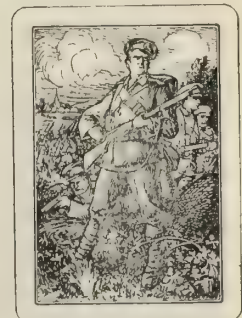
Map of Canada



For King and Country



The Navy



The Army



United



World's Orchard



For Honour

BE ready to meet the big popular demand, which is ever increasing, for Patriotic Lines of the new War Series of

GOODALL'S ENGLISH PLAYING CARDS

MADE IN ENGLAND

Five new striking designs just out, in addition to those already out and illustrated.

"For Civilization." "Remembrance." "Veniant Omnes."

(LET THEM ALL COME)

TO RETAIL AT 50c.

"It's a Long Way to Tipperary." "Letters from Home."

TO RETAIL AT 25c.

The Quality and Style sells Playing Cards, and we have both.

Order through your Jobber.

AUBREY O. HURST

FOY BUILDING, Front St. W., TORONTO

GOODALL'S
ENGLISH



PLAYING
CARDS



Canadian Flags

FINE LEATHER GOODS

Our Travellers are now on the road showing Samples of

LEATHER GOODS FOR FALL.

The line is most complete, comprising LADIES' HAND BAGS, PURSES, LETTER AND CARD CASES, BANKERS' CASES, PORTFOLIOS, MUSIC ROLLS, WALLETS, COIN PURSES, Etc.



WATCH
WRISTLETS



HAND BAGS

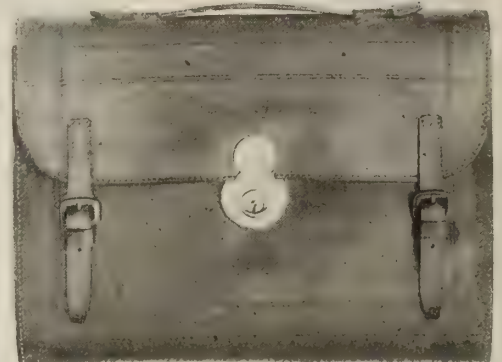
All Newest Styles and Leathers.
Seals, Pin Seals, Calf, Morocco, Silk.



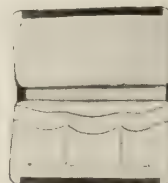
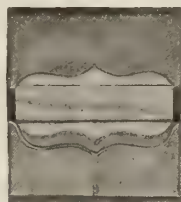
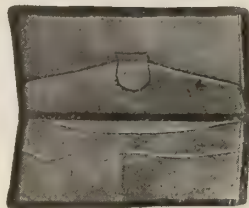
BILL WALLETS



LETTER CASES



TRAVELLERS' SOLID
LEATHER PORTFOLIOS



LADIES' and GENTS' CARD CASES, Coin and Bill Cases, Bill Folds—a large range of Styles and Prices, in Seal, Morocco, Etc.

MEMORANDUM BOOKS, PRICE BOOKS, Address Books, Etc., in great variety.

DAILY OFFICE JOURNALS, and POCKET DIARIES 1916, Noted and Unexcelled.

MADE IN CANADA, Now for over half a century.

BROWN BROS., LIMITED, MANUFACTURERS
SIMCOE AND PEARL STREETS, TORONTO, CANADA

Menzies & Company, Limited

If you haven't ordered sufficient Patriotic Xmas Cards, send for our \$25.00 assortment, containing Patriotic Xmas Booklets to sell at 5, 10, 15, 20 and 25c.

Patriotic Xmas and New Year Post Cards to sell at 3 for 5 cents, 2 for 5 cents and 5 cents each.

Samples now ready of Easter and Valentine Cards and Novelties, Crepe Tissue Rolls and Decorated Crepe for all seasons.

Private Xmas Card Books
Now Ready.

Have you ordered your
winter stock of

Mr. Stationer—We take it for granted that you have had complaints from customers about ordinary mucilage being unsanitary, also that the water well feature about paste is not only unhealthy but that paste is slow—and owing to its tendency to dry up or be affected by climate—is expensive.

GLUCINE—Doesn't dry up—It has no odor—is always ready for use—is economical.

Won't you try an order of it? Your money back if it is not all we claim for it.

Your jobber can supply it if you don't wish to order direct.

Made by LYONS INK LIMITED, Manchester, Eng.

MENZIES & COMPANY, LIMITED

439 KING STREET WEST (Cor. Spadina Avenue), TORONTO, ONTARIO

These are successful items that we get repeat orders for:

Tally Card Cabinet, 1,000 Tallies, "500," "Bridge," and Tally, \$8.00 the Cabinet.

Diamond Birthday Cabinet contains:

40 cards to sell at 5c

32 cards to sell at 15c

45 cards to sell at 10c

26 cards to sell at 20c

12 cards to sell at 25c

Trade Price \$9.00.

Junior "Superb" Birthday Cabinet
(100 cards) \$3.00

Patriotic Post Cards, \$15.00, \$25.00,
and \$30.00 per 1,000

Local View Post Cards, Photogravure
and Real Photo Process

Seccotine, 10, 15, 20 cent sizes.

All FORD'S All
Colors **BLOTTING** British

GLUCINE?



SOLD IN

2½ oz. 10-cent size

5 oz. 25-cent size

10 oz. 50-cent size

30 oz. 90-cent size

Fully Guaranteed.

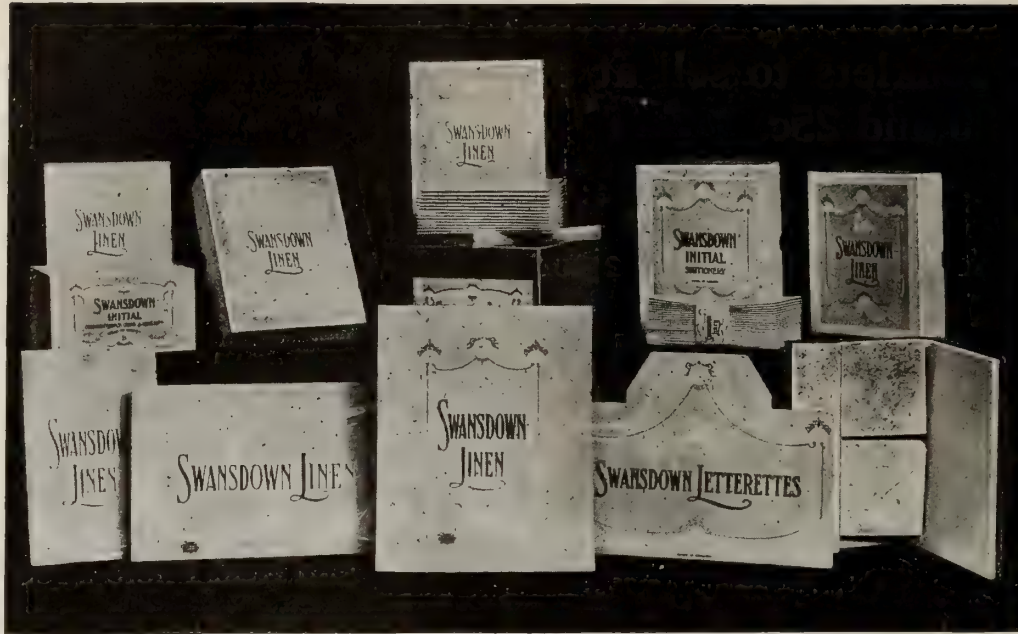
100% Profit to
Trade in Gross Lots.

WE ARE SOLE CANADIAN AGENTS

A TRADE WINNER AND PROFIT MAKER

OUR

SWANSDOWN ASSORTMENT, \$30.00



INCLUDING THE
LATEST NOVELTY
THE
**SWANSDOWN
PORTFOLIO**
50 SHEET PAD
24 ENVELOPES
Book Form. Con-
venient for Soldiers.
Compact and Handy.

SWANSDOWN

is a High-Class Fabric Finish Paper of
Medium Weight and Good Writing Surface.

THIS ASSORTMENT
INCLUDES THE FOLLOWING:

CONTAINS A
PROPORTIONATE
QUANTITY OF THE
**SWANSDOWN
LETTERETTE**
An Ingeniously
Constructed Pad,
the Sheets Folding
Up into
Envelope Form.

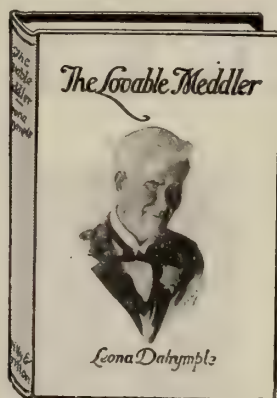
20 pound Packages	cost 15 cents each, retail at 25 cents each.....	\$5 00
24 Octavo Pads	" 6 " " " " 10 " "	2 40
18 Salisbury Pads (fly-leaf)	" 11 " " " " 20 " "	3 60
18 Quarto Pads	" 12 " " " " 25 " "	4 50
12 Letterette Pads (new)	" 18 " " " " 30 " "	3 60
36 Initial Papeteries	" \$2 00 per doz. " " 25 " "	9 00
12 Plain "	" 1 80 " " " " 25 " "	3 00
18 boxes Correspondence Cards	" 2 00 " " " " 25 " "	4 50
18 bulk Papeteries (48 sheets, 48 envelopes)	" 2 16 " " " " 30 " "	5 40
12 Portfolios (new)	" 2 00 " " " " 25 " "	3 00
1 ream Salisbury Note (20 quires)	" 1 00 " ream " " 10 " quire.....	2 00
2,000 Envelopes (80 pkgs)	" 1 60 " M " " 25 " for 3 pkgs.....	6 75
		\$52 75

A beautiful easel-back Display Card, size 13x18, with the above, the whole for \$30.00

SPECIAL.—Just added to the line, but not included in the above assortment—**LOUVAIN.**
Size—Envelopes 3x6 $\frac{1}{4}$ inches, Sheets 5 $\frac{3}{4}$ x6 inches. \$2.25 a dozen.

MAIL ORDERS RECEIVE PROMPT ATTENTION.

THE COPP, CLARK COMPANY, LIMITED
517 WELLINGTON STREET WEST, TORONTO, CANADA



LEONA DALRYMPLE'S
LATEST SUCCESS

* **"THE
LOVABLE
MEDDLER"**

IS A BIG STORY OF
HUMAN INTEREST.
AN OUTSTANDING
SUCCESS.

Cloth Illustrated
\$1.35

15

GOOD NEW NOVELS

Including the Season's Biggest Successes

A PAGEFUL OF NEWS ABOUT
BOOKS BEING TALKED ABOUT

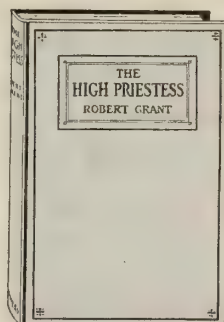


* **"THE OFFICIAL
CHAPERON"**

By NATALIE
SUMNER LINCOLN,
who wrote "The Trevo
Case." Cloth **\$1.25.**

Coming Sept. 9th
THE MONEY MASTER

By SIR GILBERT
PARKER, Bart.
His first long novel since The
Judgment House, a tale of
French Canada.
Cloth **\$1.50**



* **THE HIGH
PRIESTESS**

By ROBERT GRANT
A Story of the Married
Life of a New Woman
of the present generation
—a latter day Selma.

Cloth **\$1.35**



**THE
FOOLISH
VIRGIN**

By THOMAS DIXON
An Intensely Interesting
Tale in this Noted
Author's Best Style.

Cloth **\$1.25**



By MARY ROBERTS RINEHART

K. Le Moyne has been a famous
surgeon. That much Mrs. Rinehart
lets us know soon after her story
opens. But why, at the age of
thirty, should he drop out of the
world that has known him and come
to the little town where Sidney Page
lives?

Sidney is a strong, beautiful girl,
training hard to become a nurse.
Perhaps it is because she is so happy
and young, that life suddenly begins
to press in upon her, crowding her
ideals with puzzling, harsh realities.
But always there are friends who
love and watch over her—and there
is "K."

It is a matter for congratulation
that Mrs. Rinehart has emphasized
in this novel the strongest element
of her success as a story-teller—her
keen and sympathetic appreciation
of the joys and troubles of young
love. "K" is warmer, richer, truer
than anything she has done before.

Cloth **\$1.35**



MARY ROBERTS RINEHART

DEAR ENEMY, by Jean Webster, a humorous story
with drawings by the author in keeping with the
story—same heroine as in "Daddy Long Legs."
..... \$1.25

THE LAW-BREAKERS, by Ridgewell Cullum,
author of "The Way of the Strong." This new book
is a tale of the Canadian Northwest \$1.25

***THE FREELANDS**, by John Galsworthy. All lovers
of good literature and good romance should read
this book—full of joy and beauty \$1.25

EMMA McCHESNEY & CO. The same rich fund
of humor that characterized the other refreshing
stories by Edna Ferber \$1.00

***THE INDISCREET LETTER**, by Eleanor H.
Abbott, author of "Molly Make-Believe," and like it
in eestatic gaiety of personality and whimsicality
..... 50c

***VICTORY**. Important new novel by Joseph Con-
rad. Its theme is love and jealousy. Its principal
character, a lawless adventurer, is one of Conrad's
greatest characters \$1.25

***IT PAYS TO ADVERTISE**, by Magrue and
Hackett. Novelized from the play. The season's
most successful comedy in New York \$1.25

***SUNDOWN SLIM**, by H. H. Knibbs. This is an-
other stirring and adventurous tale by the author of
"Overland Red" \$1.25

***DOODLES**, by Emma C. Dowd, a new tale by the
author of "Polly of the Hospital Staff," a most
delightful book \$1.00

THE COPP, CLARK CO., Limited
PUBLISHERS TORONTO

* Books thus marked are ready.

LOOK—The Newest from M. G. & S.



A New Feature in Canada
THE STAR LIBRARY OF
POPULAR FICTION
Paper, 15c Each

The Perils of Pauline
 Charles W. Goddard
 The Exploits of Elaine
 By Arthur B. Reeve
 The Two Sisters
 Virginia Terhune Van De Water
 300 Latest Stories
 By 300 Famous Story Tellers
 Lapidowitz, The Schnorrer
 By Bruno Lessing
 Mirandy
 By Dorothy Dix
 In the Web of Life
 By Virginia Terhune De Water
 The Forest Pilot
 By Edward Huntingdon
 The Ghost Breaker
 Charles W. Goddard and Paul Dickey
 The Misleading Lady
 Charles W. Goddard and Paul Dickey
 The Voice on the Wire
 Eustace Hale Ball
 Guy Garrick
 Arthur B. Reeve
 Cordelia Blossom
 George Randolph Chester and Lillian
 Chester
 Steve of the Bar G. Ranch
 Marion Reid Girardot
 Hearts a La Mode
 Epicurean Episodes, Dorothy Dix
 The Goddess
 Gouverneur Morris and C. W. Goddard

POPULAR COPYRIGHT
FICTION

To Sell at 50c.

Runaway June
 George Randolph and Lillian Chester
 The Exploits of Elaine
 Arthur B. Reeve
 The Perils of Pauline
 Charles W. Goddard
 The Two Sisters
 Virginia Terhune Van De Water
 300 Latest Stories
 By 300 Famous Story Tellers
 Lapidowitz, The Schnorrer
 By Bruno Lessing
 The Forest Pilot
 By Edward Huntingdon
 The Ghost Breaker
 Charles W. Goddard and Paul Dickey
 The Misleading Lady
 Charles W. Goddard and Paul Dickey
 The Voice on the Wire
 Eustace Hale Ball
 Cordelia Blossom
 George Randolph Chester and Lillian
 Chester
 Hearts a La Mode
 Epicurean Episodes, Dorothy Dix
 The Long Fight
 George Washington Ogden. A novel of
 the Oklahoma Oil Fields
 The Goddess
 Gouverneur Morris and C. W. Goddard

ELTHAM HOUSE

By Mrs. Humphry Ward

Author of "DELIA BLANCHFLOWER"

Frontispiece in colors by Frank Crane



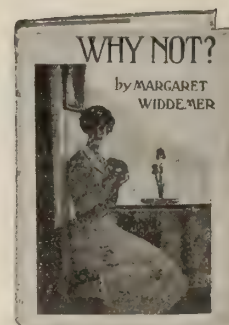
Unquestionably the author's greatest novel. Possesses throughout the note of elevation and nobility which marks great fiction. It depicts the struggle of a divorced woman and her second husband for social and political honors. "Eltham House" will easily be one of the really big fiction leaders of the autumn.

Get your order through now. Large 12mo, \$1.35 net.

A Delightful New Love Story by the Author of
"The Rose Garden Husband"

WHY NOT?

By Margaret Widdemer



"There's no reason why not" says the author—no reason why all of us should not realize our dreams. Miss Widdemer has written one of those rare and refreshing stories designed to make people happier. She has recaptured all of "the first, fine, careless rapture" of her notable success, "The Rose Garden Husband," and has added new elements of beauty. "WHY NOT" is full of personality and charm—a book for all who believe that dreams and ideals are the greatest things in life.

Illustrated by George Hood. Price \$1.25 net.

Hearst's International Library Co., New York

McCLELLAND, GOODCHILD & STEWART, LIMITED
266 King Street West **PUBLISHERS** **TORONTO, ONT.**

MORE BIG SELLERS



A YOUNG MAN'S YEAR

By ANTHONY HOPE, author of "The Prisoner of Zenda" and "Rupert of Hentzau." Cloth... \$1.35

For most people it will be sufficient to simply say that this is a new book by Anthony Hope and that it is his finest since "The Prisoner of Zenda." Many things may befall a man in a year, but seldom do they occur in such profusion or variety as in the case of Arthur Lisle of the Middle Temple, Esquire, the young English lawyer whose surprising adventures in love and business are related in this engrossing novel. And seldom indeed are they so entertainingly presented as in this delightful story of modern England in the peaceful days before the War. It's a big book—a book of real literary distinction as well as absorbing plot and it is going to be tremendously popular

"30"

By HOWARD VINCENT O'BRIEN

In "Thirty," the author significantly presents **THE POWER OF PERSONALITY**. The struggle of a newspaper that sets out to tell the truth "regardless" makes a story of gripping interest, owing to the unprincipled efforts of those who thought they could control its actions. The heroine is a rich and beautiful woman, heiress to a huge fortune who, realizing her responsibility to the world, desires to make her life useful.

Cloth, \$1.35

AN EXTRAORDINARY SUCCESS

THE TREASURE OF HIDDEN VALLEY

By
Willis
George Emerson
Cloth, \$1.25

Replete with typical pictures of Western life and striking descriptions of historical events woven into well-balanced drama, "The Treasure of Hidden Valley," Willis George Emerson's new novel, is being favorably commented upon by the world's best known critics.

The book unfolds a fascinating story of life on the plains of Wyoming, its scenes shifting from the rugged fastnesses of the high Sierras to the city of San Francisco.

A NEW OPPENHEIM BOOK

"THE WAY OF THESE WOMEN"

By E. PHILLIPS OPPENHEIM

Cloth, Illustrated, \$1.35

This is a most unusual love story, touched with mystery, with the best portraiture of the fair sex this author has achieved. Imagine a man and his fiancée each believing the other guilty of a murder, each desiring to shield the other, and a second woman ready to take advantage of the situation by giving the man choice of marriage with her or the disclosure of his fiancée's guilt! Discarding the complicated mechanism which goes to the making of the tale of mystery and intrigue, Mr. Oppenheim has woven a tensely written story around one event, concentrating the whole love interest of the book upon two people.

MOLLY A JOY BOOK

Adding Another Name to the List of Sweet Heroines of Fiction

This new and altogether delightful story of a girl who will naturally be classed with Pollyanna, Jean, Anne, Janice, and Rebecca, has added greatly to the fame of Jean DeForest, author of "The Love Affair of a Homely Girl." "Molly" is published at \$1.25 net. What they think of the book:—

"Jean Louise de Forest's 'Molly' introduces us to a fair young maid of New York State, who is fit for the company of Rebecca, of Pollyanna, of that Anne who lived at Green Gables—of all those heroines of fiction who pass in printed pages from sweet and precocious girlhood into the period of love-dreams.

It is a story well written, full of incident, full of joy, and, best of all, full of Molly."

—Extract from review in *The World, New York*.

"From the moment the reader meets Molly toiling up the hot village street with the baby waif in her arms, he is captive to her effervescent joy in life."—Extract from review in *The Springfield Republican*.

"Molly is a dear girl and Miss de Forest has drawn her with quite a skilful touch, making her seem human and real with her impulsive ways and her big, warm heart, always ready to bubble up into capable action."—Extract from review in *The New York Times*.



THIS WILL BE AN IDEAL BOOK FOR CHRISTMAS GIVING

McCLELLAND, GOODCHILD & STEWART, Limited
PUBLISHERS :: 266-268 King Street West :: TORONTO

THE NEW EUROPE "ACCO" PEACE MAPS

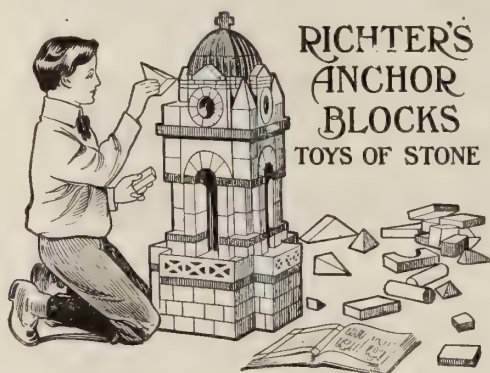
No. 1 showing the changes that will probably happen to Europe in the event that the Allies win.
No. 2 showing the changes that will probably happen to Europe in the event that the Germans win.

Drawn by **F. CUNLIFFE-OWEN, F.R.G.S.** ("A Veteran Diplomat")
and **JULIUS CHAMBERS, F.R.G.S.**

Price **50c Each**

50% discount to dealers. Dealers may order liberally, as they will be protected on one-half of their order.

AMERICAN CODE CO., 83 FULTON ST., NEW YORK CITY



**RICHTER'S
ANCHOR
BLOCKS**
TOYS OF STONE

The Children's Favorite Toy

(MADE IN AMERICA)

Made in three colors, of everlasting stone.

Bungalows, Cottages, Temples and Castles;
Bridges and Viaducts; all can be created
with these wonderful Anchor Blocks.

Prices and export discounts gladly quoted
on request by the manufacturers.

F. Ad. Richter & Co., Inc.

74-80 Washington Street - New York City



By **Agnes C. Laut** Author of *Lords of the North*,
Pathfinders of the West, Etc.

The Canadian Commonwealth

Everybody who has read her fascinating books or her brilliant articles about Canadian history and wilderness life knows that Agnes Laut speaks with interest and authority about Canada.

She has just written a compelling, thought-provoking book about this great growing Empire—a picturesque and vivid interpretation of the people of Canada, their character, ideals and temper, their problems of trade, labor, immigration, government and defense, their relations to England, America and Japan, their development in the past, their expansion in the present and their future big with opportunity.

The book is beyond doubt the most notable interpretation of the great Dominion ever published. 12mo, Cloth, Index—\$1.50 net.

Publishers

McLEOD & ALLEN

TORONTO

JOHN BULL'S SURPLUS CHILDREN

By **Denis Crane**

Author of "A Vicarious Vagabond," etc.

An examination into the question of
Child Emigration.

London: **HORACE MARSHALL & SON**

Canada: **FRANK HILLS, Hamilton, Ontario**

PRICE, \$1.00

Proving a Tremendous Selling Help

The new, illustrated booklet, "How to Place Your Pictures," is creating unusual sales for many dealers, and is free to you for the asking. The booklet points out the numerous uses of

MOORE PUSH-PINS

Glass Heads, Needle Points
MOORE PUSH-LESS HANGERS

The Hanger with the Twist
Has inclined tool-tempered steel nail

and suggests many ways of greatly increasing your sales of these everyday conveniences. Link up your store and efforts with our extensive advertising and write for prices and discounts to-day.

MOORE PUSH-PIN CO., 113 Berkley St., Philadelphia, Pa.



The Last Word

in Fine Social
Correspondence
Paper is

KENMARE LINEN

White Blue Grey

Wholesale Distributors

SMITH, DAVIDSON & WRIGHT
LIMITED

Manufacturing Stationers and Paper Dealers
VANCOUVER and VICTORIA, B.C.

One Reason It's Easier to Sell Esterbrook Pens

FEW PERSONS come into your store who do not read at least one or more of the magazines in which Esterbrook Pens are constantly advertised.

That is one big reason it is so much easier to sell Esterbrook Pens; for we have sold the customer before he comes into your store.

All YOU have to do is see that he gets the shape and point that suits him best.

Do you remember ever having to tell a customer that Esterbrook Pens were "all right"?

ANOTHER REASON

Even more important than this Esterbrook advertising, the greatest reason it is easier and more profitable to sell Esterbrook Pens is:—that Esterbrook quality turns every FIRST sale into an endless chain of REPEAT ORDERS.

You can take on most any line of pens and sell them ONCE, but Esterbrook quality and Esterbrook advertising KEEP ESTERBROOK CUSTOMERS SOLD FOREVER.

For these reasons, and because the complete Esterbrook line offers every needed shape and point that is offered in all other lines put together, more dealers every year realize the advantages and economy of concentrating on it alone. Are you giving the Esterbrook Pens the prominence in your store that you should? Ask us for any information you need, and tell us how we can serve you still more.

Esterbrook Steel Pen Co., 18-70 Cooper St., Camden, N.J.

Esterbrook Advertisements In Them All

THIS DISPLAY CASE FREE WITH A \$20 "TRUSSELL"

ASSORTMENT



of
Loose-Leaf
Memorandum Books

Assortment May Include:

Price Books and Diaries, in bindings of either Cloth, Cowhide or Morocco.

Send in your order. We will forward you the best selling assortment, or you send for catalogue and make your own selections.

The Display Case will prove to be an efficient silent salesman "without salary."

Metal Baskets AND WHY



Reason 1—Fire protection—many a damaging fire originated in a waste paper basket.

Reason 2—They outwear all other baskets.

Reason 3—They look better.

Emphasize those reasons in pushing metal waste baskets and you'll sell them readily. The Profit is good! Send for illustrated list. These are the well-known Erie Art Metal Co.'s goods.

CONSIDER THIS PEN

The "Waverley" Fountain Pen is an exact replica of the world-famous "Waverley" Steel Pen. With its twin feed and the flexible gold top bar on the nib, it is pre-eminently the best fountain pen in the world, ON ITS MERITS.

The same makers produce "Aro-mac" Fountain Pens.

No. 1. 14k. gold iridium point, retails for \$1.

No. 2. The same, larger nib and barrel, \$1.50.

No. 3. Still larger nib and barrel, \$2.00.

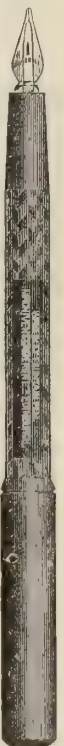
No. 5. Vest pocket safety, No. 3 nib, \$2.00.

No. 6. Self-filler, No. 2 nib, \$2.00.

No. 8. Screw-propelling safety, No. 2 nib, \$2.50.

Every Pen Guaranteed

Write for Trade Discounts.



A. R. MacDOUGALL & CO., Limited

CANADIAN REPRESENTATIVES
266 KING ST. WEST, TORONTO, ONT.

SOME NEW CANADIAN STORIES

Professor Stephen Leacock. Moonbeams From the Larger
Lunacy - - - - - \$1.25 net

Francis Fenwick Williams. A Soul on Fire - \$1.30 net

Anna Preston. The Glory and the Dream. Author of "The
Record of a Silent Life" - - - \$1.25 net

Julia Cruikshank. Whirlpool Heights. A Record Kept
in Journal Fashion of Open Air and the Niagara River
- - - - - \$1.25 net

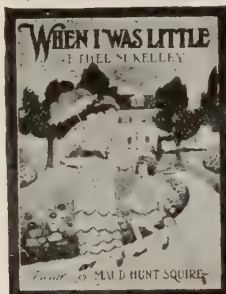
A Soldier of the King. The True Story of a Young Cana-
dian Hero. By Helen Stirling - 25c net

S. B. GUNDY, - - TORONTO

PUBLISHER IN CANADA FOR HUMPHREY MILFORD

THE BEST SELLERS FOR 1915

By Ethel M. Kelley



WHEN I WAS LITTLE
Cloth—30 Illustrations, by
Maud H. Squire. Net 75c

By Clara I. Judson



FLOWER FAIRIES
Cloth 25 Colored Illustrations, by
Mabel Enright. Net \$1.66

By Marie C. Sadler



**MAMMA'S ANGEL CHILD
(IN TOYLAND)**
Boards—63 Colored Pictures, by
"Penny" Ross. Net \$1.00

By Frances M. Fox



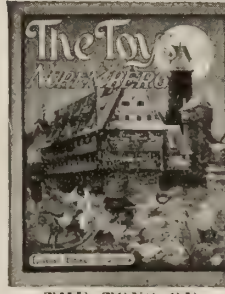
DOINGS OF LITTLE BEAR
Cloth 32 Illustrations, by
Warner Carr. Net 50c

By Elizabeth Gordon



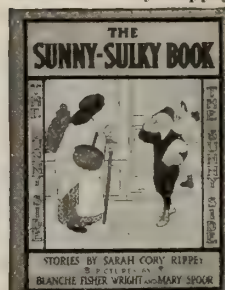
**LORRAINE AND THE
LITTLE PEOPLE**
Cloth—32 Illustrations, by
"Penny" Ross. Net 50c.

By Lillian B. Sturges



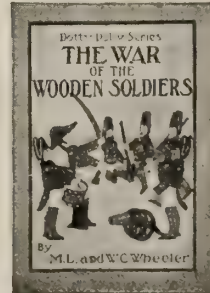
**THE TOYS OF
NUREMBERG**
Cloth—74 Illustrations, by
Lillian B. Sturges. Net 50c

By Sarah Cory Rippey



THE SUNNY-SULKY BOOK
Cloth—12 Colored Illustrations, by
Blanche Fisher Wright. Net 50c

By F. M. H.



**WAR OF THE WOODEN
SOLDIERS**
Boards—39 Illustrations, by
Willard C. Wheeler. Net 50c

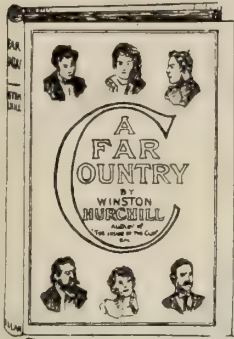
ATTENTION OF CANADIAN DEALERS IS CALLED TO THIS ATTRACTIVE LINE OF JUVENILES

RAND McNALLY & COMPANY, CHICAGO

MACMILLAN'S ANNOUNCEMENT



OF FICTION AND OTHER
BOOKS FOR FALL
AND HOLIDAYS



A Far Country

By Winston Churchill
Cloth, \$1.50

The N.Y. Times says:—"A great many people read 'The Inside of the Cup,' but 'A Far Country' should reach a much larger audience."

This novel, like its predecessor, will be the best seller all over the Dominion for the holidays. Already it is at the top of the list, having twice as many points as the next highest.

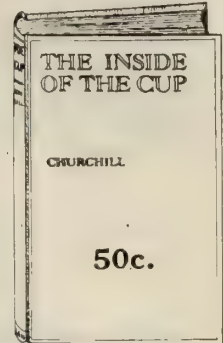
The Inside of the Cup

By Winston Churchill

Cheap edition. Cloth 50c.

At the top of the "six best sellers" list for 15 months.

Uniform with this in price are the best novels of Wells, London, Crawford, Allen, Gale, Herrick, Boldrewood. Send for complete list and terms.



50c.

THE RESEARCH MAGNIFICENT. By H. G. Wells.
Author of "Bealby," etc., \$1.50.

This deals with the career of an idealist, a man who was led into adventure by an idea. It led him far. It led him into situations that bordered upon the fantastic, it made him ridiculous, it came near making him sublime. Is this not a true Wells character?

THE STAR ROVER. By Jack London. Author of "The Call of the Wild," etc. \$1.35.

With a wealth of coloring and detail the author tells of what came of an attempt on the part of the hero to free his spirit from his body, of the wonderful adventures this "star rover" had over long lapses of years among strange people in strange lands.

THE EXTRA DAY. By Algernon Blackwood. Author of "The Centaur," "A Prisoner in Fairyland," etc. \$1.25.

This author has gathered to himself a vast group of readers, among those whose interest lies in things lying just outside our material selves. This book is simple enough for children and yet profound enough for him who has found his own soul.

HEART'S KINDRED. By Zona Gale. Author of "Friendship Village," etc. \$1.25.

Another book which lets us see into the hearts and daily lives of those characters Miss Gale has made her own.

THE LOG OF THE SNARK. By Mrs. Jack London. Profusely illustrated. \$2.50.

A most interesting account of a most unusual and very eventful voyage amongst the islands and the peoples of the little-visited Pacific. In no way does this duplicate her husband's book, "The Cruise of the Snark," but is the woman's complement to the voyage.

THE BOOK OF FRANCE. By many writers. \$1.50. This is after the order of "King Albert's Book" and "Princess Mary's Book," the profits going to the destitute in Northern France. Here we have a number of timely articles in French from the pens of the best known French writers of the day, and translations done by the best English writers. It contains a new magnificent poem by Kipling.

BOOKS CONNECTED WITH THE WAR

A JOURNAL OF IMPRESSIONS IN BELGIUM. By Miss May Sinclair, the well-known novelist.

WITH THE RUSSIAN ARMY

By Col. Robt. McCormick, editor of the Chicago Tribune, from personal observations.

THE MILITARY UNPREPAREDNESS OF THE U. S.

By A. Huidekoper.

A record and statement much more astonishing than even appearing in the press.

ORDEAL BY BATTLE. \$1.75.

By Frederick Scott Oliver.

Has been the subject of lengthy favorable reviews all over Canada, Britain and the English-speaking world.

THE PENTECOST OF CALAMITY. 50 cents.

By Owen Wister.

A reviewer says—"After a German has read this he can never again raise his head."

THE SPIRIT OF THE ALLIED NATIONS. 75 cents.

By a number of writers.

This aims to show the underlying spirit and morale which is behind each nation, different in each, but all steadfast to one end.

A NEW VOLUME

THE LIFE OF BENJAMIN DISRAELI. Vol. IV. \$3.00.

This will bring this interesting biography down further in the century and will be in demand by the many who possess the first three volumes.

THE COMPLETE POETICAL WORKS OF ROBERT BROWNING.

New Globe Library. New and enlarged edition, \$1.75. Contains many poems hitherto unpublished.

SPECIAL HOLIDAY BINDINGS

KIPLING'S COMPLETE WORKS.

Prose 20 Vols. Verse 5 Vols.

Library Edition. Red Cloth, each, \$1.50.

Pocket Edition, Scarlet Leather, each, \$1.50.

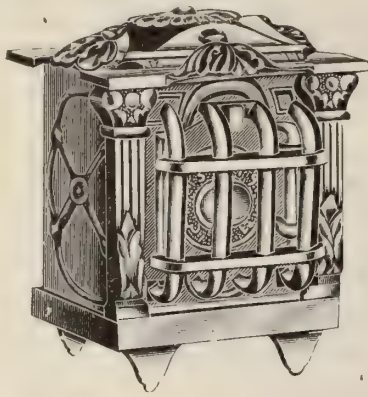
Same, blue cloth, each \$1.25.

TAGORE'S POEMS. Bound in leather, boxed, each, \$1.50. The Gardener, Gitanjali, Sadhana, The Crescent Moon, Chitra, The Post Office, The King of the Dark Chamber.

MACMILLAN'S

Publishers

TORONTO

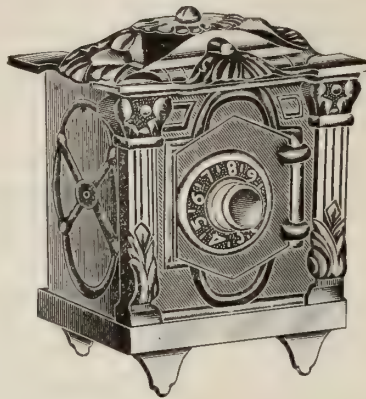


Finished in either Brass,
Copper or Nickel

25c Seller

"ARTOY" BANKS AND SAFES "ARTSTEEL" DOLL FURNITURE TOPS "AEROWHIRL" TOPS FIRELESS TORPEDO CANES

Holiday Catalogue on Request.

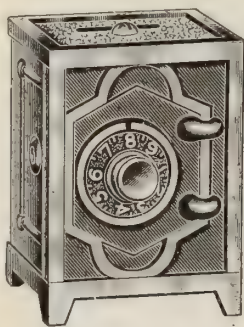


Finished in either
Copper or Nickel

25c Seller

**30 Styles and Sizes
of Banks and Safes**

Combination
and Locks



Finished in either
White Metal,
Brass, Copper
or Nickel

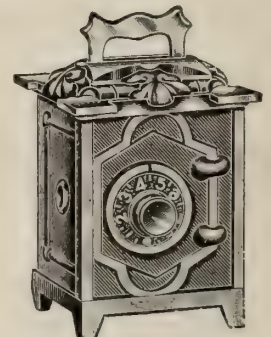
10c Seller

Complete Furniture Sets in colors and
sizes for Parlor, Bed-room, Dining-room
and Kitchen.

Sells at from 10c to 50c.



Makers of Stamped and Cast Metal Toys
and Mechanical Playthings.



Finished in either
Brass, Copper
or Nickel

15c Seller



M. E. HARKER, Sales Director
141-145 W. Austin Ave., Chicago



Different Degrees of Stickiness

Dennison's
TRADE MARK

GLUE

MUCILAGE

PASTE



No. 2. Pin Tube



No. 12. Pin Tube



No. 3. Pin Tube



No. 22. Half-pint



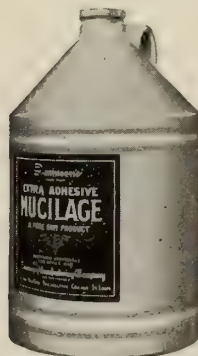
No. 13. One quart



No. 6. Brush-well Jar



No. 26. One gallon



No. 14. One gallon



No. 10. One gallon

A Put-up for Every Kind of Consumer, Small, Medium and Large

Dennison Manufacturing Co.

The Tag Makers

TORONTO, 160 Richmond Street, West

WINNIPEG, 504 Notre Dame Investment Building

BOSTON

NEW YORK
LONDON

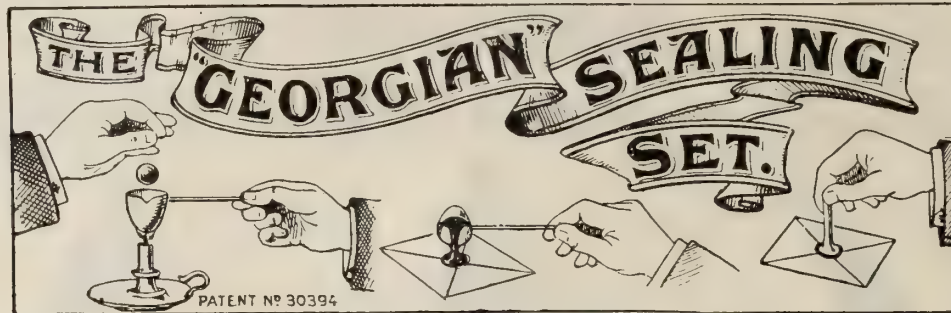
PHILADELPHIA
BERLIN

CHICAGO
BUENOS AIRES

ST. LOUIS

FOR FALL AND XMAS TRADE

A DAINTY GIFT



MADE IN ENGLAND.



No. 1

To Retail at 75c.

Makes
Sealing a
Pleasure



No. 2

To Retail at \$1.50

Carried in a large range of attractive shades, the contents harmonizing with the colour of the box.

Supplied complete with crucible, wax and seal, which will be exchanged for any single initial on request.

Large stocks in Montreal of both sizes, also extra seals, wax refills, etc.



John Dickinson & Company, Limited

PAPER MAKERS AND MANUFACTURING STATIONERS

MONTREAL

TORONTO



BOOKSELLER & STATIONER



DEVOTED TO THE INTERESTS OF THE
BOOK, STATIONERY & KINDRED TRADES



Vol. XXXI

SEPTEMBER, 1915

No. 9

A Severe Arraignment of Canadian Booksellers

Based on Assertions Made by Representatives of the Book Publishing Houses of Canada.

By a Staff Writer.

COMPLAINT is often made that Canadian booksellers are lacking in initiative and that when this criticism is made and comes to the attention of these dealers, it has no effect on them whatever—simply rolls off like water off a duck's back, each individual merchant pharisaically throwing out his chest and thanking his own commercial sense that he is not like these other lackadaisical dealers whom they class as back numbers, "hang-overs" from the nineteenth century! Criticism has been so persistent and appeals to Bookseller & Stationer so strong to make some effort to wake up the booksellers of Canada to a sense of their own shortcomings; that something needs must be done!

Are You Guilty?

Men in the wholesale trade—not individual publishing houses—but practically all of them, and their traveling salesmen, have voiced complaints such as the foregoing when in conversation on trade topics with Bookseller & Stationer.

When the scribe militantly takes up the cudgels in defence of the trade, instancing certain outstanding live Canadian retail booksellers who are admittedly as progressive as any merchants in any trade, anywhere, he is asked to name a few more of the same calibre and is forced to retire from the debate crestfallen, the limited number of such dealers of the first rank revealing a tragic trade condition.

Coming to the point and addressing the Canadian booksellers let us get personal:—

Where do you stand?

Are you one of the booksellers who are guilty of having the Canadian book trade classed as the most backward and

unenterprising of Canada's retail merchants?

You can find the answer in your own town. Are you classed by the people of your own community as one of its

Suggestions Wanted

TO emphasize the value of co-operative effort on the part of the retailers, Bookseller and Stationer would like to publish in the next issue, brief accounts of good schemes showing how to increase this year's Christmas book sales. These might well be based on methods that have been tried out and proved to be effective.

Do not pass this up. Do your bit. It will not take long to jot down or dictate a few notes to your stenographer and send them on to Bookseller and Stationer for publication.

A goodly response will enable us to present a variety of suggestions next month that will be valuable to every Canadian bookseller.

Give one good suggestion and in return get several that you can adopt to help you to make more money in your 1915 Christmas trade bookselling campaign!

enterprising merchants, or do people refer to your store as being behind the times?

Is your business being promoted by advertising in the newspapers or by any other good use of printer's ink to oil the wheels of your business?

It is only necessary to read and digest statements of booksellers as appearing in the series of reports printed in recent issues of Bookseller & Stationer under heading of "Sidelights on Trade Conditions in Canada," to reveal the sorrowful self-pity indulged in by many Canadian booksellers who attribute the backward tendency of their business to all manner of infringements of their established trade rights as well as to general ill usage by people and institutions at home and abroad.

They constantly indulge in futile lamentations such as these until they fool even themselves in harping on complaints, frequently vague and sometimes groundless, thus beclouding the real reason—lack of genuine business activity, which lack is not necessarily due to incapacity but usually attributable to merchants allowing themselves to get into a rut or else to plain laziness!

It takes a bomb to wake up such men, but when they do wake up something is bound to happen.

We realize full well that we are "monkeying with a buzz-saw" in this course we have adopted. But if in thus stirring things up the sleeping ones are really awakened we will have accomplished great things for the Canadian book trade publishers and retailers alike. If any booksellers are inclined to hit back all the better. The columns of Bookseller & Stationer are open for a general discussion "let the chips fall where they may."

The Maclean Publishing Company LIMITED

JOHN BAYNE MACLEAN - - - - President
H. T. HUNTER - - - - General Manager

PUBLISHERS OF

Bookseller and Stationer and Office Equipment Journal

ESTABLISHED 1885.

FINDLAY I. WEAVER - - - - Manager

CABLE ADDRESSES

CANADA: Macpubco, Toronto. ENGLAND: Atabek, London, Eng.

OFFICES

Montreal 701-702 Eastern Tp. Bk. Building. Phone Main 1257
Toronto - - - - 143-149 University Avenue. Phone Main 7324
Winnipeg - - - - 34 Royal Bank Building. Phone Garry 2313
New York, R. B. Huestis, 115 Broadway, N.Y. Phone Rector 8971
Boston - - - - Room 733, Old South Building. Phone Main 1024

GREAT BRITAIN—

London - The MacLean Company of Great Britain, Limited,
88 Fleet Street, E.C. E. J. Dodd, Director.
Telephone Central 12960. Cable Address: Atabek, London, Eng

SUBSCRIPTION

Canada, \$1; United States, \$1.50; Great Britain and Colonies, 4s.
6d.; elsewhere, 6s.

PUBLISHED MONTHLY

Vol. XXXI. SEPTEMBER, 1915. No. 9

The Trade Paper's Field.

GOING in advance of the commercial traveler the trade paper creates demand with the retailer. It is the medium between the manufacturer, wholesaler and retailer and consequently occupies a field distinctly its own, being kept out of the hands of consumers and bringing the retail buyers and the firms who sell them into the closest possible touch. To the retailer the trade paper is the only means he has of getting an unbiased view of what is going on in his field.

The thousands of circulars and elegantly printed advertising matter often circulated by large houses among their retailers undoubtedly have a certain effect, but the mere fact that it emanates from the jobber or manufacturer has a tendency to belittle its influence and importance. The retailer looks to the trade paper to learn the facts and obtain reliable information with reference to lines of merchandise on their merits, as well as suggestions covering the various branches of the business, designed to show the way to better mercantiling.



Restoring Good Trade.

SINCE the beginning of the war there has been a marked falling off in business and it is only after a full war year that there is genuine indication of trade improvement. The big encouraging factor is the promise of record-breaking crops in the Canadian West. A significant circumstance is that in all branches of trade there were cancellations of advertising appropriations, with promises to resume advertising again under normal conditions. In looking back over the past year does it not appear obvious that one reason for the extremely lean business was the lack of adequate business promotion by means of advertising?

The newspapers, magazines, trade and class publications, have all borne witness to the curtailment of publicity—the oil of business.

Instead of being a measure of economy, discontinuing or seriously curtailing advertising has in reality hurt business in general and individual firms in particular.

It will not require very hard search to find concerns in all branches of trade who have had greater success in the past year of stress by reason of sticking to their advertising guns, than competitors showing less confidence and courage by cutting out their usual advertising. Naturally, even the former have not done so well as in the fat years, because of the general backwardness of trade, a condition, as previously intimated, fostered by the seriously reduced general advertising.

Mercantile concerns—manufacturing, wholesale and retail—should keep in mind the certain return of better times eventually, and that advertising done now will not only mitigate present trade conditions but bring further reward when trade again reaches high tide.

Take the case of a manufacturer; cessation of advertising entails danger of the firm's product falling into oblivion with the buying public.

New firms, which, notwithstanding the crisis, take a chance at advertising, appear and gain business which it will be hard for the old firms to recover in better times, because only by continuous publicity can satisfactory results be obtained.

Cancelled advertising has been the cause of idleness being enforced on many employees in business concerns of all kinds throughout the land. Others have had their wages reduced. Consequently the buying power of the people has become seriously impaired.

Pessimism has been rampant and now that the still small voice of optimism is singing of better times because of the good news from the West, it is to be earnestly hoped that commercial concerns generally will realize that by means of judicious advertising they can do valiant service in promoting public confidence and bringing back prosperity.



Hang This Over Your Desk

GENERALLY speaking, cards giving good advice such as "Do it Now," "Stick a cigar in your face, tip back your hat and go lick the world," "This is my busy day," etc., are horrible. Men who need these aids to get going need electric shocks to wake them up. But here is a card which, for subtlety and effectiveness, has yet to be equalled and so is worth a place in any man's office.

Aldus, the famous Italian, displayed it over the door of his workroom in Venice, way back in 1501. It's just as good to-day. Here it is:

WHOEVER ARE YOU.

"I earnestly entreat you to dispatch your business as soon as possible, and then depart, unless you come hither, like another Hercules, to lend some friendly assistance; for here will be work to employ you and as many as enter this place."

—ALDUS PIUS MANUTIUS.



Building Home Trade

IF there are in town buyers of your goods who are in the habit of purchasing in considerable quantity and sending out of town, go after these people and make them customers. Give them right prices.

British Made Toys Suitable for Canadian Trade

Description of the Great British Industries Fair By a Special Correspondent—Valuable Information for Canadian Dealers.

READERS will recall the brief reference to the British Industries Fair presented in the August issue of "Bookseller and Stationer." A special correspondent now gives a more extended description, for the benefit of Canadian retailers, of some of the lines shown. This was the biggest trade exhibition ever organized in England.

The trades exhibiting, representing six hundred makers, were those which had been specially subject to German competition. The industries comprised toys and games, glass, clocks, jewelry, fancy goods, cutlery, silver and electroplate, printing and stationery.

It is impossible in the space at the writer's disposal to deal with all the different sections of exhibits. Accordingly, attention is directed to the toys and games section, with a passing reference to fancy goods, printing and stationery, and design.

Dealing with the general character of the exhibits, there can be no question that British makers can turn out excellent and original designs, though in the cheaper toys a striving after complex models tended, in some instances, to crudity and lack of proportion. It is, perhaps, in strength and durability that makers in England excel; the toys and games exhibited were evidence of this fact. Such a point should weigh strongly with Canadian buyers when ordering supplies, for strong toys are less liable to break in transit, involving as it does sometimes three or four changes before they reach their destination. Another fact, too, is that British makers are giving more attention to packing for export. In the matter of prices, the exhibits showed clearly that British makers are, generally speaking, catering for the lines selling retail above a shilling. Except in a few cases they are not attempting to make the very cheap toys which Germany used to put on the market in enormous quantities.

There was a big range of wooden toys, new and familiar indoor games, soft toys, as well as a good collection of fancy leather goods; but there was a poor show of dolls, teddy bears, and mechanical toys. The weak point of the exhibition was in the dolls. The majority of those seen by the writer did not compare favorably with the German lines, either in price or quality. Great improvements will have to be made in facial coloring and the finishing off of the limbs; and the "wooden" expression must be got rid of. The doll busi-

ness in England is, so to speak, in its infancy. Dolls' tea sets were good in design, but prices were somewhat high. The designs for surface decoration were excellent, many well known artists' work being shown. Odin Rosenvings and Norman Wilkinson had three excellent poster designs executed for the Canadian Pacific Railway. There were also admirable designs for book covers, programmes, and pamphlets by students of arts and craft schools, as well as professional artists. The examples of printed books, lithographs, and three and multi-color process work were creditable to the acknowledged high standard characterizing British printers and engravers.

In noticing the particular exhibits in the toys and games section, the writer has in view those houses whose goods are specially suitable for, and are sent into, the Canadian market.

Regarding mechanical toys, one of the best lines being shown comprised engine and tender and set of rails, retailing at one shilling. It has flat steel springs, and the finish is as good as German similar priced goods. Orders were given by the representatives of one or two big Canadian houses. Another was an excellent complete clockwork train, comprising engine tender, two coaches, and set of rails, packed in attractive box, selling at 5s. 6d. There is also making a 2s. 6d. line, and a vertical engine priced at 12s. 6d. retail. Prices are at present 15% to 20% higher than the German pre-war prices. A domestic line which was also to be seen was a butter-making machine selling at 3s.

In lighting specialties, was a highly finished torch, priced at 10s/6d. Maximum light is ensured by the heavy capacity "Volex" battery in combination with the Tingo-wire metal filament. Specially suitable for Canada was the "Votalite" lamp priced 18s./6d., self-generating, no batteries being required.

A new firm in the toy trade, was showing three good lines in metal cannons, with interchangeable parts, so that any broken parts can be replaced at small expense. The most popular, which should go well in Canada, is a model of the famous French 75 mm. field gun, selling as a 2s./6d. line. All three are breech-loading, the working is very simple, and they can be elevated to any position desired. One of this firm's novelties was a 4½d. toy mine.

Some good lines of nested drums, specially suitable for the Canadian trade, were seen. The drum is attach-

able and collapsible of tin or parchment, and they are made in all sizes. In iron heads sets of five drums are 45s. per twelve sets; skin heads both sides, set of five drums 68s. per dozen sets.

One of the few London firms showed collapsible cardboard games and novelties. One was pocket draughts, priced 7s./6d. per dozen sets. Two other good lines in their show were "Punch and Judy" retailing at 6d., and a well-designed set of dolls' furniture to sell at 3d.

Another London maker exhibited a range of Teddy bears. The prices quoted retail from 1s. up to £3.3.0 They were well designed and stuffed with wood-wool. He was also showing rag dolls.

A large variety of indoor and outdoor games included special lines, which go into Canada, tennis and cricket bats. Two other new specialties were a wooden engine at 1s. 6d., and a horse and cart retailing at 9s./6d.

A new winter game was "Humpty Dumpty" played with eggs placed on top of a wall, which players must knock off. It will sell at 3s./8d. There were on view a sample of low-priced dominoes, which for finish and cheapness beat the German makers. Canadian buyers will do well to enquire about this line. Four other lines were, combined easel and counting frame from 6d. to 10d. per dozen, field gun exploding a cap, and firing shot at the same operation, metal pop-guns at 7s. per dozen, and "Defence,"—a new naval game, played with boats, from 6s./6d. to 33s. per dozen.

There were not many forts to be seen at the fair, but one cheap line, called "Foley Castle," selling at 1s./11d., made of wood, covered with special compo, should find favor with toy houses in Canada. A game called "Pigeon Shoot" in three sizes, from 30s. per dozen, should be enquired about, the makers expressed willingness to give all facilities to Canadian firms. One firm showed the lowest priced toy motor car on the market, with chain action, selling at 15s., wholesale. The same people showed a wide range of dolls' houses, horses and carts, and engines. They ship direct, and have a good Canadian connection. Especially good were the "Patriotic," "Zeppelin" and "Dreadnought" crackers. Many varieties of new art decorations were also on view.

1915 Conceptions of American Toy Makers

Unprecedented Situation Occasioned by the War Brings About a Revolution in the Toy Trade, Affecting Both the United States and Canada.

NEW YORK, Aug 28.—The editor of Bookseller and Stationer, knowing that I was in a good position to give information about the toy trade in the United States and having in mind that I was formerly in the retail trade in Canada, has asked me to present for the readers of Bookseller and Stationer a brief, but comprehensive review of the toy trade situation at this time more particularly in its relationship to the requirements of Canadian merchants.

As I see it, a new note has been struck in the United States toy trade which has had the effect of putting a high degree of energy and efficiency into the efforts of manufacturers, jobbers and retailers alike. This has brought about a favorable condition that promises well and which in fact has already manifested itself toward making the season of big trading now almost at hand, the best that the toy trade of this country has ever experienced.

This I find is to a great extent making its effect felt in Canada as well and the logical outcome will be that United States made toys, games and dolls will be sold to a larger extent than ever before.

There is a tendency on the part of some manufacturers to ignore the Canadian trade because of the immense market right here in the United States. The task of filling the demands created by the inability of getting the usual toy supplies from Germany and Austria, is a stupendous one and in the face of this unprecedented state of affairs, I do not marvel at the apparent lack of business foresight which has manifested itself with a proportion of the American toy makers, in the way they pass up the export trade to Canada.

Want Canadian Trade.

There are notable exceptions, firms who, fully appreciate the rich opportunity for getting in on the ground floor in Canada now and thus laying the foundation for continued good business in the years to come in helping to supply the demands of this great market at present comprising 8,000,000 people, but which will embrace twice that population in comparatively few years. These men would as soon put an imaginary fence around the New England states and say "we will not solicit business in that territory," as to exclude Canada, which certainly is about on an even footing with New England in point of population.

This accounts for the added vigor with which certain United States manufacturers and supply houses are pushing their efforts with Canadian buyers. The result cannot fail to make this year's toy trade in Canada as in this country a notable one on account of the predominance of goods of American manufacture in the toy stocks throughout the country.

Some New Ideas.

It would be impossible to adequately describe the many new features introduced by American toy makers this year in the space at my disposal, but I will try to afford some information that will prove interesting and of practical value to Canadian dealers regarding some of the especially notable developments.

Dollar Talking Machines.

Recalling the remarkable success scored by the dollar watch, the talking machines sold in this country at a dollar are worthy of special attention. These are offered by several different firms and they are really remarkable machines for the price, playing the regulation disc records as well as the "Little Wonder" records which retail at 10c. on this side. The record is instanced of one dealer selling 2,000 of these dollar talking machines in one week.

Dolls.

There are American-made full composition dolls that fulfil the range of requirements for such features as wigs, moving eyes, jointed wrists and legs, blue eyes and brown eyes, socket heads and various other characteristics that leave very little to be desired for adequately replacing the imported varieties.

Unbreakable dolls are strongly in evidence and these include a host of familiar characters as well as some entirely new to fame. Charlie Chaplin is much in evidence.

Stuffed Animals.

There are many new offerings in stuffed animals including the "Tipperary Pup" and high grade voice bears, rabbits and various kinds of dogs from poodles up to St. Bernards.

Construction Toys.

There is an almost endless variety of construction toys supplied in outfits for retailing at low prices up to those sell-

ing for \$10 and even higher. One half dollar set enables the boy to build a war automobile out of blocks, when completed the auto has a revolving turret of guns just back of the auto-seat. Other sets may be constructed into various buildings, towers, bridges, forts, etc. In one set miniature railroad ties are supplied so that the boy may construct additional trackage for his electrical or mechanical trains.

Metal Novelties.

"Crawling bugs," friction toys, toy automobiles, sand-cranes, merry-go-rounds, children's furniture, cash registers, windmills, battleships, electric motors, stereopticons, electric items and numerous mechanical conceptions are included in the metal toys on the market

Puzzles.

In puzzles there are many new offerings and passing notice may be made to "the End of the War Puzzle," the object of which is to solve intricate routes to eventually deposit marbles in "Peace Palace," a perforated retainer in the central portion of the contrivance.

Toy Typewriters.

There are toy typewriters for retailing as low as half a dollar.

Aeroplanes.

Flying machines are in evidence and also electrically propelled boats.

Educational Toys.

Educational features are creditably worked out in many of the season's offerings, some of them teaching the alphabet, others the fundamentals of arithmetic and some promote efficiency in spelling.

Torpedo Canes.

Fireless torpedo canes are ready sellers, and should prove increasingly popular in Canada, as public sentiment grows against the dangerous fire crackers.

Toy safes and toy banks are offered by one firm specializing in these, in many varieties having combination locks.

New Games.

There are many new games including table golf, baby billiard and pool outfits, and many original conceptions including a goodly grist of new games played with cards.

(To be Continued.)

ACROSS CANADA TRADE NEWS

Free School Books and Stationery.—

The school trustees of school section 15, Fairbank, North Earlscourt, York Township, Ontario, have decided to provide free text books, stationery and other requirements of public school pupils.

Wingham, Ont., Aug. 18th.—The wedding took place here to-day of Etta V. Baker to Jack Mason, of the firm of George Mason & Son, booksellers and stationers.

Ridgetown, Ont., Aug. 18.—W. A. Bressey has sold his book and stationery business here to Charles Hiles, photographer, who has taken possession. Mr. Hiles will move his photo gallery to the rear of the store and continue both businesses. Mr. Bressey will continue in the book-binding business, which is a specialty with him.

Toronto, Aug. 21.—Donald M. Henderson died very suddenly at his residence, 598 College street to-day. Deceased had conducted a stationery and cigar business at that address.

Lloyd W. Lemon, of the book and stationery department of the Hudson Bay Company's Calgary store, was a trade visitor in Toronto in August.

Edwin Moore, head of the Moore Push Pin Company, Philadelphia, accompanied by Mrs. Moore, made an extended trip of the Pacific coast and Yellowstone Park, going to San Francisco, where Mr. Moore, as active rotarian attended the International Convention of Rotary Clubs.

Business Getting Better

Edward J. Kastner, secretary and manager of the L. E. Waterman Company, Limited, Montreal, has been spending a few days at the company's New York headquarters. Mr. Kastner said conditions were improving and that the fall would undoubtedly witness a considerable betterment. During the depression, buying had naturally been greatly restricted, resulting in a most unusual cleaning up of supplies on retailers' shelves. As a consequence of this business was naturally on a healthy substructure and could not fail to show a gratifying reaction shortly.

The Business Equipment Journal, formerly the Inland Stationer, has been incorporated with Office Appliances.

Brampton, Ontario.—In a special issue of the Brampton Conservator, there is a three column advertisement ten inches deep, showing a fine half-tone view of the bookstore of T. Thauburn, together with an announcement especially featuring books, English and Canadian magazines, daily and weekly newspapers and dealing also with such lines as sporting goods, novelties, leather goods, toys, dolls, and china, together with a reference to the Butterick pattern agency.

This issue of the "Conservator" was a most creditable one of 48 pages on coated paper marking the twenty-fifth anniversary of its ownership by Samuel Charters.

Dealers Win Prizes.—In the Rice Leaders of the World Association Window contests, booksellers and stationers were successful in thirteen different cases in window displays of Crane's Linen Lawn and Highland Linen writing papers, England Bros., of Pittsfield, Mass., winning a cash prize of \$250 the other contestants being awarded prizes ranging from \$50 down to \$10 respectively.

T. N. Foulis, of Edinburgh and London, publisher of beautiful color books, has placed his Canadian agency with S. B. Gundy, of the Oxford University Press, Toronto, who will be displaying the line this autumn.

Business in the United States.

H.M. Consul at St. Louis reports that the common practice of British merchants in sending catalogues broadcast throughout the United States is of doubtful value. A commercial traveler carrying a line of samples could obtain more business in a single trip embracing the principal cities of the United States than would result from the circulation of numerous catalogues during an entire year.

Montreal, August 26.—In a fire at 335 W. Craig st., in the building occupied by the Excel Carbon Paper Co., and other concerns, damage was done to the extent of about \$15,000. The stock

Paper Mfg. Co., will probably be a complete loss.

Patriotic envelopes are still selling to the soldiers; also souvenirs in the shape of soldier's buttons and silk flags. A new idea noticed in one of the Montreal stores is black and white striped crepe paper for decoration purposes. This craze has found its way into the home now, and is found in draperies and wall paper.

Woodstock, N.B., Aug. 20.—The new book store, on Main street, conducted by the Misses Leighton, had an auspicious opening Wednesday. A spirit of enterprise and progressiveness is already in evidence in this finely equipped establishment, and those who were at the opening were impressed with the profusion of books, school supplies and stationery already on the shelves. Miss Lucy Leighton, the senior member of the firm, is well known as a business lady of integrity and progressive methods, and highly esteemed in all circles of the community. She will be assisted by her sister, Miss Clara. The business in such capable hands will undoubtedly develop a large and lucrative patronage.



RED CROSS NURSE.

Marie Van Vorst, who has been with the Red Cross service in Europe since the outbreak of the war, is on a flying visit to relatives and friends in New York. She accuses the German soldiers of committing the "vilest atrocities," and declares she can prove every assertion she makes.

She is a cousin of Count d'Alviella, a minister of state and senator in Belgium, who has kept her informed of conditions there, and some of the incidents he describes she says cannot be repeated. Miss Van Vorst is particularly indignant at the methods of Germany to get publicity in America.

The author took a course in nursing in London just prior to the outbreak of the war, and had hardly got her Red Cross diploma when the opportunity came to make use of it. She says the general belief in Paris is that the war will last a year or a year and a half longer.

To the Front

Wilfrid Ford, who has been a member of the staff of the Oxford University Press, Canadian Branch, ever since its establishment in 1904, being on the road for this house during the past few years, has resigned his position to take an officer's course at Niagara, preparatory for active service at the front.

Mr. Ford is known to the book trade throughout Canada and is deservedly popular with all who know him. Mr. Gundy, in speaking of Mr. Ford's departure referred to the value of his services to the house. As every member of the trade knows, Bibles in their endless variety, as regards types, bindings, sizes, constitute probably the most intricate line handled in the book and stationery business and as Mr. Ford has grown up with the Canadian business, joining the staff as a boy in knickerbockers, it will be readily appreciated that his services were highly valuable to Mr. Gundy. The members of the trade will join heartily with Mr. Gundy in his earnest hope that Mr. Ford may come through the ordeal scathless and ere many months resume his post with the Oxford University Press.

The same wish will be expressed by those who know Bert Jones, of the warehouse staff of the same house, who has enlisted for active service.

* * *

Ernest Mills, formerly in the office of L. G. Beebe, manufacturers' agent, resigned his post to enlist as a gunner with a Kingston battery.

* * *

Ernest W. Earl, a valued employee of the MacLean Publishing Company, latterly connected with the advertising department of Bookseller and Stationer, has enlisted for active service with the 92nd Highlanders. His confreres on the eve of his departure presented him with a wrist watch with radium face, a compass with radium dial and a fountain pen.

Mr. Earl was a most popular and capable member of the MacLean organization. He was the eleventh member of the home office of the MacLean Publishing Company to join the colors.

* * *

An interesting event took place on Aug. 27 at the factory of Bouvier & Hutchinson, 29-31 Lombard street, Toronto, when, after enlisting for the front, Arthur W. Manning was presented with a military wrist watch and a purse of gold. In the presence of all the

employees G. S. Hutchinson made the presentation, and wished the recruit god-speed and a safe return after the terrible conflict in Europe was over.



AUTHORS AT THE FRONT.

On a card to his London publisher, Robert W. Service, wrote: "Am engaged with the second French army corps at the front. I am driving a motor ambulance. We take the wounded right from the trenches, dodging the shells, etc., sleep in our boots to the lullabies of Jack-Johnsons, eat army rations and are paid one halfpenny per day."

Yours sincerely,
R. W. Service.



WILFRID FORD

About two months ago, his publishers, sent to Henry Sydnor Harrison, the author of "Queed," who is doing relief work in France, a package of reviews of "Angela's Business," the first Mr. Harrison had seen, although the book was published in March. His letter of acknowledgement says: "The package of reviews, advertisements and other 'Angela' stuff, dated May 3rd, was handed to me to-day at the Belgian farm where we are billeted just now, with refugees for steady company and swarms of 'Tommies' as our comrades for a night. . . . If this letter seems incoherent, inconsequential, etc., be indulgent, for I am trying to write seated on the floor of my 'bus, as ambulances are known in the trade, with half-a-dozen idle fellow-chauffeurs sprawling all over me, sipping red wine, of which the French general kindly furnishes us free kegs."

HOW OSBORNE DID HIS BIT

Calgary, Aug. 20.—F. E. Osborne, one of the principal book and stationery merchants of this city, has presented the Canadian Expeditionary Force with a machine gun, this action on his part being taken because he realized that there was a call to all Canadians to do their bit in forwarding the interests of the Empire in the war. This is setting a good example for other prosperous business men unable to go to the front themselves.

DID IT EVER HAPPEN TO YOU?

Following is the experience of a bookseller who made a mistake in getting too much business.

"I went to the telephone one rainy morning and called up a number of people and talked to them somewhat as follows—'Mrs. Smith, this being a wet morning made me think you might want something especially good to read. Have just received Winston Churchill's new novel "A Far Country." It is a continuance of the subject matter of his previous book "The Inside of the Cup" which was so widely read and talked about. May I send you up a copy?' The response was invariably 'Yes.'"

"I became so enthused with the success that I got in trouble in this way, that I sold over the telephone more copies than I had on hand.

"It necessitated a telegram for more copies of the book."



"On the inside of the pasteboard back of every pen or pencil tablet offered for sale I stamp my ad.," says F. F. Vedder, of La Harpe, Ill., in the Western Drug Record. "As the writer tears off the last sheet, his eyes light upon this inscription:

**YOUR TABLET IS DONE!
WANT ANOTHER ONE?
GET IT AT VEDDER'S,
La Harpe, Illinois.**

"I never saw this scheme used by anyone else, but it has been a winner with me and the means of selling many extra tablets of stationery. Not only in school tablets, but in all others the year round I use this ad."



Unless you mention to customers other goods than they ask to see, you will not develop the best class of salesmanship.

Your clerks cannot carry out your policy with customers unless they are told all about it and made to feel the necessity of it.

PROFITABLE PUBLICITY

ONE reason that the booksellers and stationers are not as a rule included among the most progressive merchants is their failure to appreciate the great value of advertising. The percentage of these dealers who attach adequate importance to printer's ink as a business-building force, is regrettably small.

The trouble with these men is that they have never thoroughly gone into this subject of advertising on its merits — in which they are not unlike certain manufacturing and wholesale concerns who, most unreasonably, seem to think that avalanches of orders should result from the single insertion of an advertisement presenting a proposition to the trade for the first time. That is a most unreasonable outcome to expect and so is the practice of condemning a medium because the expenditure of a few dollars does not bring the advertiser a fortune!

A retail merchant estimating the value of his newspaper advertising should not base it on the directly manifested results of each successive announcement.

Widen Your Vision

A writer in a United States trade periodical, addressing retailers has this to say on that particular subject:

We feel that a short range of vision which sees only present values is not practical from a business standpoint. The vision must be extended to the future, seeking there what returns advertising is to bring to the business.

Advertising has a higher future than present value. It is interest bearing and this interest is stored up in the form of talk or gossip. Like money interest, this talk increases from day to day and in the end returns to the business more than the advertising took from it.

It is the value of the talk—this "word of mouth" advertising — to which we would direct the dealer's attention, for in the last analysis, all that advertising can be expected to do is to get your business talked about. According to a statement of unknown origin, "No man is great until he is talked about." Therefore, if advertising can accomplish this for your business it will have done a worthy, sales producing work.

To illustrate the point, assume for the moment that you are Mr. Brown of Brown's Book Store and that Judge

Smith's wife saw your advertisement in the paper just as she was in need of some stationery to write invitations to her card party. So, prompted by your advertisement she immediately proceeded to purchase some of your paper. Probably the paper selected prompted Doctor Black's wife to ask Mrs. Smith where it had been purchased. Immediately Brown's Book Store was the subject of conversation and we have no doubt but that you, Mr. Brown, recorded a new sale of the same paper to Mrs. Black some time later. Certainly stranger things than this are happening daily.

The point is just this—your advertisement makes a sale to the Judge's wife, who tells the Doctor's wife, who tells Mrs. Goodness-knows-who-all, and thus an endless chain of talk is set in motion that goes the rounds of social circles, advertising Brown's Book Store.

The newspaper in which the advertisement first appeared may be out of date, but the word-of-mouth advertising started circulating by your advertisement in that issue may be still traveling its rounds, bringing business one, two, or six months later. Investigation would prove many of your daily sales to be the indirect result of advertisements of many days past.

Plan Well

It is through these indirect results that we claim the victory for newspaper advertising. For example, we find this statement in a letter from a prominent advertising man who writes: "Word of mouth influence, indirect though it is, is recognized as the most effective kind of advertising." To appreciate the value of advertising from this point of view, a dealer must make his advertising most attractive, and be patient.

Sowing the seeds of modern advertising requires the patience of the farmer who, sowing seeds in the fields in the spring, must await the happy season of his harvest. While the seed is taking root, quite obscure from human notice, there is no evidence of growth until the living plant comes to light, which, nourished through its growth, soon ripens to produce a rich harvest.

Securing results is a slow process of patient waiting, alike for the one who sows advertising and would reap a profitable harvest as it is for the farmer who sows seeds and would gather a bumper

crop. But as certain as is the process of nature, advertising will eventually bear fruit.

Plant your advertising seed from day to day. Thus, you will start the ball of gossip rolling on its long, continuous journey. You will start this word-of-mouth advertising which is going to get your business talked about favorably and thus you will capitalize the dinner-table talk and neighborhood gossip, making it work to your profit instead of to the profit of somebody else. People will talk.



CANADA'S BOOK MARKET.

BY a process of elimination of several large groups that in the nature of the case cannot be included in the reading public, the Publishers Weekly comes to the conclusion that the maximum book market of the United States includes 16,000,000 persons, only 500,000 of whom can be called "regular" bookbuyers. It seriously questions whether there are 5,000,000 persons who ever purchased a book in a retail bookstore, unless it were to buy schoolbooks or devotional literature. This causes the Christian Science Monitor to remark that even 16,000,000 potential and occasional buyers is a market that the publishers will doubtless admit they have not begun to do business with in any such way as to excuse pride in their advertising and selling art.

If the potential book market of the United States comprises 16,000,000 people that of Canada based on the same ratio of population would be over 1,300,000 people, while the extreme reduction made by the "Publishers Weekly" would reduce Canada's regular bookbuyers to about 45,000.

Book advertising might well be directed toward increasing this latter number to a much greater proportion of the potential market of 1,300,000 bookbuyers.



STUDENTS' FOUNTAIN PEN

Four different standard fountain pens were featured in a school opening newspaper advertisement occupying a space three columns wide and six inches deep with special stress laid on a "Special Student Fountain Pen made to our order."

FIVE TO TWENTY-FIVE CENT BUSINESS

Variety Trade News

IN towns where the 5-10-15-cent syndicates have stores, there is a magnified conception frequently entertained by other retailers as to the power of these stores to practically expropriate nearly all the business in the lines in which they specialize.

This, however, is not at all true. In stationery lines, for instance, it will sometimes be found that certain items that are sold in these syndicate stores at, say, two for five cents, are regularly sold at three for five cents by stationers.

The stationer should make it a point to become posted as to just what lines are sold at lower prices in the 5-10-15-cent stores; then he is able to sell the same goods. The next step is to ascertain why this is so. Thus he will learn things that will make him a better buyer. The average retailer has a lot to learn in buying, and in buying, as in other things, experience is a wonderfully effective teacher. The retailer ever seeks to widen his experience, and thus continually acquire additional knowledge about his own business.

In this competition by these syndicate stores he will find that they are often able to sell certain lines at prices apparently far below the figures which the stationer can profitably quote, and this is not because the latter is paying too much for his goods either, but because these syndicates make it a practice to buy up seconds from manufacturers who, of course, cannot afford to allow these defective goods to go through the regular channels of trade as perfect goods. They wouldn't get past the jobbers, let alone the retailers, and so, to get rid of them, they sacrifice them to such buyers as those representing these syndicate stores or the big department stores.

There are many such points, which every retailer should know, and one way to find things out is to ask questions.

The service department of "Book-seller and Stationer" exists to help the dealers in the way of furnishing information. This service is free, and the trade is urged to make the widest use of it.

If there is any point upon which any dealer wishes information to guide him as to how to meet the competition of the 5-10-15-cent stores, let him write the Service Department. Investigations will be cheerfully instituted, providing that

the necessary information is not already in the possession of the department.

The foregoing has to do with the problems of stationers, and they will find that the following article reproduced from "The 5 and 10c Magazine" is rich in good suggestions, notwithstanding the fact that it was written for the guidance of merchants conducting independent five and ten cent stores, under the heading: "What I Would Do If I Had Syndicate Competition!"

The most elementary system for any 5 and 10c store is its stock-keeping system. It must be impressed that first you must have the stock before you can sell the customer. This is necessary to all business transactions, but it is especially to be watched in the 5 and 10c trade. Thousands and thousands of items are handled, and it requires a good system of reporting stock low or stock out by the clerks and a good system of ordering, a good system of filing away the orders, and a good system of checking the merchandise and storing it away, first, being sure that some of the stock has been placed on the counters. The larger the store, the more need of a system to take care of these different parts of stock-keeping.

The next necessary system is that of keeping the stock after it is on hand. The store should be laid out with a view of classifying the different articles, and the under-stock should be classified in the same way. It is absolute necessary to find an article underneath the counter and also in the basement in case the top of the counter stock has been sold out. Too many independent merchants are haphazard in their stock-keeping systems. They are either out of the stock continually or else they have it in the store and are unable to find it. Very few customers are anxious to trade at the store where they are told "We are just out," or else have to have the merchant or his clerk dig through his stocks in an endeavor to locate an item.

One of the next important systems is in regards to your displays. It is systematic displaying of merchandise that increases the sales after the stock is received. There should be a definite time to trim windows, and they should be carefully planned as to the merchandise that is going in them. A beautiful display or anything of like nature is good,

but it will not sell the stuff if the merchandise displayed is not seasonable, or if the displays are not backed up in the interior of the store.

Inside of the store there is the greatest need of system of displaying merchandise. Special displays on the bargain counters of the store and, in fact, all over the store, are necessary not only at Christmas time, but during every month of the year. Right here is where many an independent merchant fall down. He is so busy buying stock and getting himself over-loaded that he has no time to display the merchandise when he receives it. Systematic displaying of seasonable items is one way in which the syndicate store manager can increase his trade.

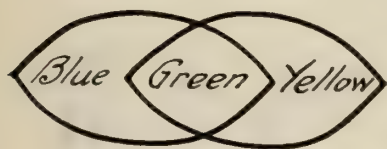
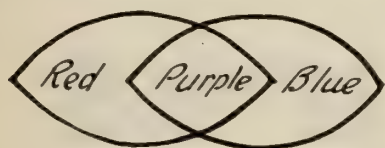
One of the next systems that requires special attention is that concerning your office. You should have a routine through which all the bills or invoices received should pass. The system should be perfect when it comes to paying invoices. Allowing bills to run past the discount period is extreme carelessness, and is very dangerous to your credit rating.

There is one other important system that it is necessary to speak about, and that is in the hiring of your employees. The personality of your store depends largely upon your clerks. They are the ones that meet the public, and the opinion that is formed by your customer is due largely through this contact with your clerks and not the fact that you own the store. A definite class of help should be closely adhered to, and whenever possible keep this class up to the very best standard. In this way you are safeguarding yourself, because you are sure that the customers will receive as good attention from your clerks as they would from you.

As a summary of the store systems that you need, the writer would say it is absolutely necessary to have a system of keeping track of stock, one for keeping track of your goods, another for making your displays timely, and yet another for the hiring of your help. The syndicate stores have these systems. They have definite ways of approaching all of the essentials in merchandise, and you cannot afford to be haphazard in your management, or else you will allow the syndicate store the advantage.

Cardwriting Made Easy

by R.T.D. Edwards



The above chart shows what primary colors to mix to produce secondary colors.

Fig 1.

you go you should always have it at your fingers' ends.

There is one thing which should be impressed upon the student's mind and that is the necessity of knowing brush stroke work. A few years ago a great many cardwriters contented themselves with outlining and filling in their work, but things have changed. The strenuous competition in the business world has caused a demand upon the cardwriter for more show cards in a shorter space of

IN chart No. 8 we have a continuation of last month's lesson, namely, brush stroke Roman. The lesson a month ago consisted of the upper case and numerals while this month we have the lower case. With these two lessons thoroughly mastered and with plenty of practice you need not be afraid to call yourself a cardwriter and fit to hold down the cardwriting end of any job in the Dominion where window trimming or advertising goes in combination.

This style of lettering is used very extensively throughout Canada and the United States, so no matter where

time, but the show card for all that must not suffer in appearance; it must be kept up to a good standard.

There lies the reason why the brush stroke lettering has become so popular. With one stroke of the brush the same result is accomplished as by three or four of the old method. This method has solved the problem both for Roman and block lettering. The result is that you can turn out a show card in about one-third of the time previously taken.

The Chart.

"A" is a letter that should be practised diligently as it is used very frequently. It is composed of four main strokes. Stroke four is the most difficult and should be practised many times.

Strokes 2 and 3 of letter "B" are usually made with one stroke of the brush, but it is best that the beginner make two strokes out of it. Pay special attention to stroke 1. It is used in many other letter formations.

The "C" is a letter that can be made very quickly after it is perfected. No spurs or finishing strokes are required.

Letter "D" is similar to "B" only reversed. Practice stroke 2 often.

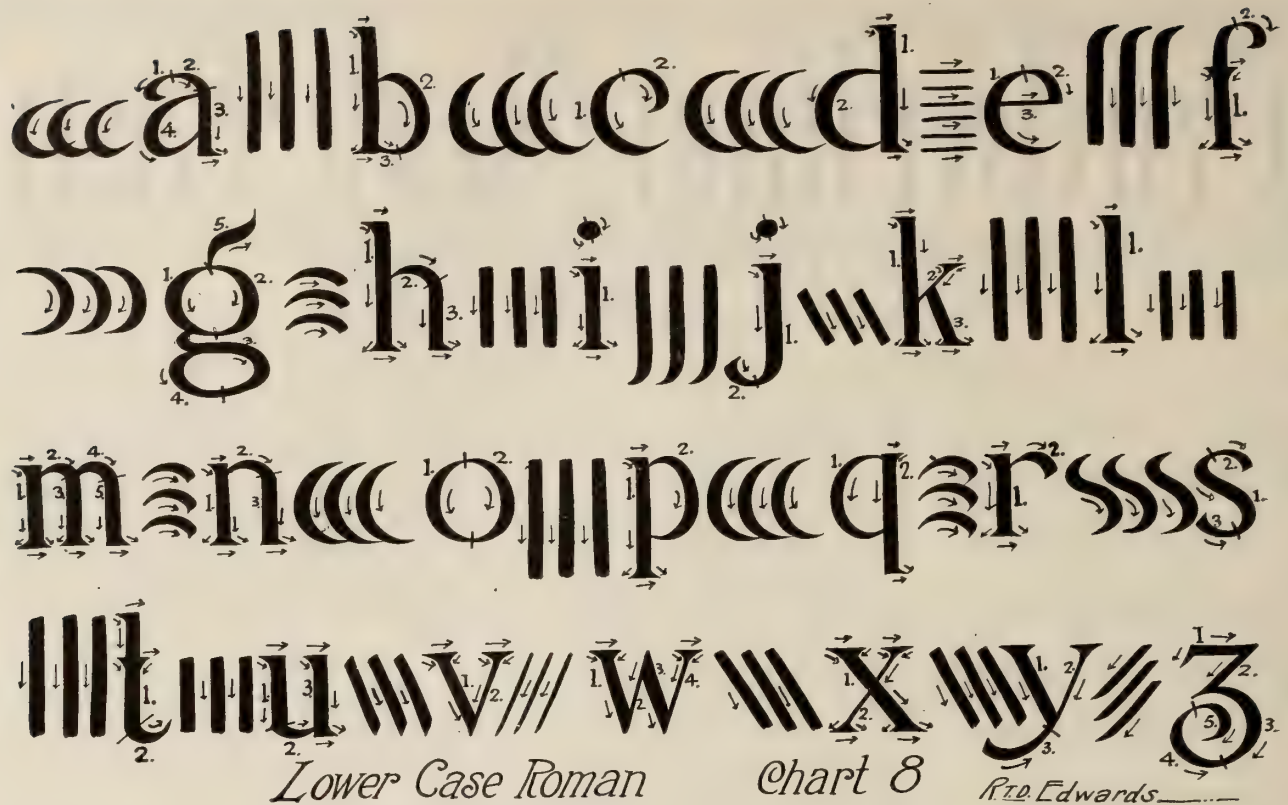
Stroke 3 of the letter "E" is nearer the top than the bottom of the letter. It is made with the side of the brush. Note that stroke 1 of letter "F" starts with a curve, then comes straight down to the lower guide line. Much time should be spent practising this.

"G" is known as the letter of many curves. This letter is made in so many different styles that hardly two cardwriters make it exactly alike. The one here is quite simple. It requires five strokes to complete it. No spurs or finishing strokes are required. Hours of practice on this letter alone are not too much.

The "H" is a letter composed of three main strokes. Strokes similar to stroke one appear in many other letters. The main thing in these long strokes is to get them at right angles with the guide lines. Stroke 2 is one



Exercise Work



that needs a lot of hard practice. Start it with barely any pressure on the brush, using increasing pressure until the end of the stroke is reached.

The dots over the "I" and "J" are made with two short curved strokes, both starting at the top and ending at the bottom. These are made best when the paint is low in the brush. Stroke 1 of the "J" should receive special attention. Note the curve to the left at the bottom. Stroke 2 should join this so as to give the appearance of one continuous stroke.

The spur on stroke 3 of the letter "K" should project more to the right than that of stroke 2. Should this be reversed the letter would have an overbalanced appearance. This letter like the "G" requires much hard practice before it can be formed well enough to be used on a show card.

The stroke of the "L" is used in many other letters and needs little explanation.

The "M" and "N" are similar in formation except that the "M" has two more strokes than the "N." Note the practice strokes before the "M." These are strokes 3 and 5 of "M" and 3 of "N." These strokes do not start at the upper guide line but about one-third of an inch below it. The reason for this is to allow room for the curved strokes 2 and 4 to be put in and still not project above the upper guide line.

The letter "O" is made entirely of two strokes with no finishing strokes or spurs. You should practise making this letter quickly. Start and end the strokes with very little pressure, using heavier pressure when the strokes are to be made wider. The widest part must be midway between the guide lines.

The "P" and "Q" in this lower case lettering are just the reverse of each other, with the exception that the lower spur of the "Q" is only on one side of the stroke. Utilize much time and cardboard in the practice of these letters.

The "R" is the same formation as the letter "N" with stroke 3 left off. You should pay special attention to the finish of stroke 2. With practice this can be done

by lifting the brush and needs no touching up afterwards.

The same applies to the ends of the strokes of the letter "S." This should be made without the necessity of finishing strokes. Stroke 1 of the "S" is the main body of the letter and is given as a practice stroke. There is no other similar stroke in the alphabet, so you should give this a good bit of your practice time.

Strokes 1 and 2 of the letter "T" are often made together, in fact I always make it that way but beginners should make two strokes out of it. Do not bring stroke 1 to the lower guide line. Stroke 2 must meet stroke 1 about a third of an inch above it.

The "U" is just the letter "N" reversed. The same principle applies to stroke 1 of this letter as to that of stroke 1 of the letter "T." It must not touch the lower guide line.

Room must be left for stroke 2 to curve downwards and still rest on the lower guide line. It is composed of five main strokes. Note the bottom part of the letter extends out further on both sides than does the top.

Spurs.

There is one thing which I cannot emphasize too strongly and that is pay special attention to the making of spurs. The spur must be small and neat. A large clumsy spur absolutely spoils this style of lettering.

The spurs are best made when the color is low in the brush. This enables you to get a very fine line. Try to get them all a uniform size.

The small cross strokes shown on some of the letters on the chart indicate where to start and stop the strokes.

The arrows indicate the direction in which to draw the brush in order to make the strokes the easiest. The usual rule for this is to draw the brush from left to right and from top to bottom.

Fig. 2 gives you an idea of how to go about the practice work. Rule the card with two main guide lines—one and one-half inches apart and if the letter you desire to practise is one which projects below or above these lines

then a second guide line should be added one inch below or above as the case may be.

In last month's lesson you will remember I explained thoroughly how to produce your own show card colors without buying them ready mixed, so this month I want to show you how to mix other colors by combining the color which you should now have made up. The red, yellow and blue, along with black and white, as gone into last issue, are the foundation of all colors and shades which a cardwriter needs to use. The mixing of any two of the first three colors named will produce what is technically known as "secondary" colors. Combining red and yellow produces orange. Blue and yellow produce green, and red and blue make purple. While some of these colors can be bought in dry or distemper forms, it is well to know how to mix them.

Green—orange—purple. It is very hard for one to state just what quantities of each primary colors are required to produce the proper shades of secondary colors as the strength of the color depends entirely upon what it is made of and as the makes of color differ so much it is necessary to find out the proportions by actual test. For instance in producing a green, if ultramarine blue is used it is so much stronger than yellow that only a very small quantity of the former is required to get a good shade of green. So the only thing to do is to get actual practice. Mix small quantities at first and keep track of the proportions used and mix large lots accordingly.

While purple in itself is not used as much as the other two secondary colors its use will be shown when it comes to making shades in the lesson of next month.

You might experience some difficulty in getting a bright purple; this, too, depends upon the shade of red and blue used which must be found out by experience.

Orange is a very easy color to mix. Almost any shade

of red and yellow will produce a pretty orange color. It is a good idea to keep these colors ready mixed always on hand and in good working order. You can obtain very small glass or porcelain screw top jars about two inches in height from any druggist which are excellent for keeping small quantities of the color ready mixed.



Getting Profits Out of Filing Cabinets and Supplies

ONE of the big manufacturers of filing cabinets has put forward some good practical suggestions for retailers to guide them in efforts to get better results from this branch of the business.

The dealer, to make permanent, satisfied customers and profitable, steady accounts, must recognize two things; that a cabinet, no matter how finely it is made and finished, is worthless to the user unless equipped with a certain arrangement of indexes within, to meet his requirements, and also, that there is not much profit in selling a user an outfit and not making him a satisfied, permanent customer.

A dealer, because of the thousand and one things that he sells, cannot be expected to know all the phases of indexing, and because of their seeming complexity, the average salesman selling along the line of least resistance, will suggest only the simplest ways of indexing or let his customer decide the matter, when a little help from the factory might suggest a much better method that would not only save the user con-

siderable expense, but would insure satisfaction.

Usually, the buyer of office equipment knows what he wants to accomplish, but does not know just how it can be done. The salesman, or dealer in office equipment, after obtaining this information of the buyer, should be able immediately to suggest what can be done, show the actual tools or indexes needed, arrange them for use and price them to the buyer.

How many times have dealers been approached by dentists, insurance men, lawyers and buyers of factory and office equipment, who desire to see and know the cost of forms and ways of indexing that are used by others in similar professions and lines of business? If a few of these forms had been about, the dealer could perhaps have sold a complete outfit including the cabinet, index and forms.

There are several popular methods of indexing cards and papers, namely; alphabetically, geographically and numerically, and combinations of the three, and when the dealer has these methods

to show, in use, it is a simple matter to decide the size of the index and style of cabinet by the number of forms to be used.



The Copp, Clark Co. report the following novels in the order named as their best sellers during the past month:—"K," by Mary Roberts Rinehart; "The Lovable Meddler," by Leona Dalrymple; and "Victory," by Jos. Conrad. The first large edition of "K," which was ready August 7, was completely sold out by the 25th inst., and a new edition is now being brought out.

Marjorie Benton Cooke has a new story out this season entitled "The Dual Alliance."

An important announcement for September publication is an authentic life of Premier Asquith, by Harold Spender, to be issued in what is known as the Half Crown Series of Popular Biographies. The second book in the series will be "Life of David Lloyd George," by H. Hugh Parcq.

Defects on Negative Prints

Some Valuable Advice of an Experienced Amateur Which Dealers Would do Well to Pass on to Their Customers.

I WAS holidaying and had dropped into a dealer to buy a couple of rolls of films that I stood in need of in anticipation of an excursion up the river that had been arranged for the day following. While being attended to my conversation with the owner of the store drifted from things in general round to the different phases of photography (as it always does whenever I get acquainted with someone equally interested in the subject), but had not progressed very far when we were interrupted by a young fellow who had also called to buy various things, including plates and paper. On being asked what brand he wanted, he hesitated for a while and at last replied that for quite a long time he had been using so-and-so's, but recently they had proved very unsatisfactory and he thought he would try out another brand. Questioned as to what the fault really was, the young fellow complained of spots appearing on the negatives and prints, which he attributed to poor quality. On hearing this I pricked up my ears and could not help smiling just a little; for well did I remember that this was one of the great troubles of my early days.

For the sake of illustration, go to your dark-room and as the sunlight enters, notice the dust-laden air which its presence reveals. Here, then, was the cause of the spots on the young fellow's negatives and prints that he thought was the fault of the paper, which as a matter of fact was one of the best brands on the market.

A little developer or fixer is spilt on the floor, and in ninety-nine cases out of a hundred the average amateur simply mutters something under his breath and forgets all about it. He never thinks that when the solution is dry the solid ingredients are left to form a fine dust which enters into the air, and, the chances are, settles on the surface of the plate or paper which becomes affected in the manner complained of. Surely just as soon as the amateur realizes the danger he will take exceptional care not to slop over the contents of his dishes and, if perchance he does do it occasionally, let him wipe up the spill with the same care and thoroughness that the cat exhibits when licking up the spilt milk off the floor.

Insoluble particles may do no harm at most stages of the work, but if they are present on the film or plate at the time exposure is made, each tiny particle will intercept the light from reaching the

sensitive substance beneath it. Thus, the negative when developed will be found to be covered with minute transparent spots or "pinholes." These very frequently are seen on negatives, the plates for which have been carried round for some time in the dark-slides prior to exposure; and the first plate in a magazine camera is from this cause often marked by pinholes, while the others show no sign.

Gelatine, glass and celluloid are substances which a very gentle friction electrifies, consequently dusting a plate is not to be recommended, as the result of an ever so gentle dusting may be to make the plate even more dusty than it was before. Besides, there is the difficulty in keeping the duster, whatever it may be, perfectly clean. The most one can do is to hold the plate upside down and tap the back to dislodge any dust particles that may be resting there. This may do a little good, but certainly will not be as satisfactory as one could wish.

The only way to tackle the dust problem is to start at the right end by **prevention** rather than by the removal of dust. Camera and slides should be kept clean. Before the dark-slide is inserted, it should be dusted, thus preventing any dust from being carried into the camera to be wiped off into it on drawing the shutter. Shelves, table and floor should not be allowed to accumulate dust; and above everything else, do not have the dark-room door protected by a curtain, from which the air receives a supply of dust every time the room is entered.

But just as accidents happen in the best regulated families, so do pinholes come occasionally in the negatives of the most careful, in spite of the dusting of the camera and slides. To the expert they are not much trouble, for they are touched out in comparative ease with a fine sable pencil and a little India ink or lampblack water-color. But the novice usually makes matters worse at the first attempts. Retouching is an art acquired only through practice and experience. One of the greatest troubles the novice finds is that after the color has been applied, it doesn't fill up the pinhole, but simply makes a ring around it, this being due to the fact that the pinhole is an actual hole in the gelatine and not merely a transparent spot. Usually the color used is too wet and is so sucked up, in consequence, by the absorbent gelatine, that none remains in the hole. The remedy is to use the color

nearly dry—that is, just to moisten the brush in the mouth, and take up the dry color from the palette—rather than to wet the brush in water and thus get the color in too fluid a condition. In addition, care must be exercised not to get too much color on the brush. With practice it is possible to put on just enough to match exactly the surrounding tone, so that the spot will not show at all when the negative is printed, but this degree of efficiency take a good deal of acquiring. Coming to the retouching of prints, glossy P.O.P. is perhaps the most difficult to work on, and for this reason many enthusiasts prefer to use matt-surfaced papers. For removing spots in the lighter shades of the print a sharply-pointed lead pencil (an F or H grade preferred) is the best. The touches are made very lightly and are hardly distinguishable, but for the deeper tones a pencil mark would be conspicuous and consequently lampblack must be applied with a fine sable pencil. If the print is one of the "velvet" or other semi-matte papers, such touches of water-color will appear dull. To prevent this a small portion of gum arabic or sugar should be added, in such an amount as may be found necessary. A **carbon pencil** is another method that can be used, the crayon character of the pencil preventing any shine. Such a pencil, however, can only be used on matte surfaces.

A Fixing Hint.

As a means of saving time and bother, and at the same time insuring that the fixing bath shall not become exhausted, the following device will be found worth trying. Keep the hypo in a bottle containing a definite quantity, as one pint or two pints. This will fix a certain number of plates—one pint of acid hypo will suffice for 24 $3\frac{3}{4}$ x 4 $\frac{1}{4}$ plates. Paste a piece of white paper on the bottle and note the number of plates fixed in each batch, keeping a running total. It is as well to mark the maximum number, 24, in one corner of the label.

A Dark-room Lamp.

While plates may be changed in the dark, it is often convenient to have some ruby light available. A portable, safe and very effective form of lamp may be made from one of the little pocket electric flashlamps. The glass in front of the lamp is usually detachable, and a small piece of one of the gelatine-film safelights may be fitted underneath this. It is, we believe, possible to get for a cent

or two small sample pieces of Wratten safe-light film, and such a flash lamp might be kept switched on while the plates were being changed, or if at hand could be switched on for a moment or two only.

What's Wrong and Why

Please examine the negatives returned in this envelope and note opposite the number checked below the cause of failure.

1. **Under Exposure** (a) caused by making instantaneous pictures in places where the light is not sufficiently strong to impress the object or view upon the sensitive surface.
(b) Probably Lens stopped down too much.
2. **Over Exposed** (or over timed) sometimes caused by shutter being set at T or B instead of Int. when taking snapshots.
3. **Out of Focus** through misjudging distance, or camera was placed too near the object.
4. **Subject** has moved during exposure.
5. **Camera** has been moved during exposure.
6. **Time Exposure** made while camera has been held in the hand.
7. **Two Exposures** made on same section of the film.
8. **Fogged Film** caused by white light being allowed to strike the film.
9. **Black Paper** has not been started evenly between the flanges of spool.
10. **Camera loaded wrong.**

Further information will be gladly given FREE for the asking.

PHOTOART CO.
294 Yonge St. Toronto
Near Wilton Ave.

This is a reduced reproduction of the envelope used by a Toronto house for accommodating films as supplied to customers. The advantage of furnishing valuable pointers for amateur photographers by checking the paragraphs referring to defective films will commend itself to other dealers.

A Paste for Metal.

Labels on tins if attached with most ordinary forms of paste soon drop off. The following is said to be an effective adhesive for the purpose. One ounce of starch, four ounces of sugar, and one ounce of gum acacia are dissolved in cold water, the quantity of water being determined by the fluidity which it is desired that the paste shall possess.

A Good Adhesive for Labels.

An ounce of dextrine with three or four ounces of cold water makes a very powerful adhesive. The addition of two or three drops of thymol dissolved in a little alcohol will allow it to be kept without undergoing decomposition. Salicylic acid can be used for the same purpose.



Before you do much advertising, study the public you want to reach and discover what sort of advertising will hit them most forcibly.

GOOD AND BAD TRADE PAPERS.

An advertiser wrote to a trade paper the other day and complained of the unfair advantage which many trade papers took of advertisers. Most of his complaint was based upon misrepresented circulation. He used up almost two thousand words complaining about such conditions and bemoaned the fact that trade papers are often started upon nothing and aim to fill a field largely occupying thin air.

I have no patience with statements of this sort. In the past ten years I have listened to more or less continuous tirades against the iniquities of trade papers, and I have only seen one reason why such iniquities existed—the continued failure of advertisers themselves to give really good and honest trade papers the all-enthusiastic support they merit, and the failure to resolutely ignore the trade papers not good and not honest.

There is an advertiser in New York who one day cut from his list a notoriously poor sheet and increased his space with the truly representative and capable paper in the field. But soon attacks appeared in the neglected sheet, to which the advertiser rightly paid but contemptuous attention—until he heard from his foreign branches with strong protests. It seemed that in foreign countries the true character of this rank trade paper was not known, and it was regarded as fairly important. Consequently, its “knock” was seriously taken. The pressure of the foreign offices was so strong that the blackmail “had to” be stopped in the usual unsavory manner—by an advertising contract. But why does any upstanding, strong concern “have to shell out” at the behest of a trade paper highwayman?

Of course, there are really few trade papers quite as bad as this one, but, bringing the matter down to a scientific basis, why should it be deemed necessary to advertise in any trade paper whose worth, either numerical or editorial, is questionable? Why should not advertisers know their own business well enough to be fully acquainted with the worth of a trade paper? Why should it be necessary for any trade paper publisher to have to tell any advertiser that the quantity of his circulation, while valuable to know, is not a very helpful argument when considered as sheer numbers? Why should advertisers, who are presumed to know their business, fail to realize that they cannot judge trade-paper circulations and rates in the same manner that they judge circulation-intoxicated magazines?

There is but one thing that makes a trade paper—its editorial standing with the representative firms in its field. Whether it has pursued to its lair every last jackrabbit hovering on the edge of

this field and thereby boosted circulation numerically is not at all vital. Yet it is a very real feeling of annoyance that comes to the publisher whose honest figures look slim compared to his competitor's dishonest fat ones. This feeling is only allayed by the hope that advertisers will be discriminating enough to make it their business to know more than “figures.” Such discrimination is spreading, it is true, but there are still very many advertisers who do not take the trouble or who do not see deeply enough to pick the chaff from the wheat. By failing to give to the able and honest trade paper the fullest support, instead of “judiciously” dividing the advertising among the sheep and the goats, the evil of poor trade papers and misrepresentative policies is nourished and prolonged. As long as such loose policies are continued by advertisers, the complaints such as above referred to are foolish. There will always be a trade paper built on air as long as there are advertisers willing to give advertising to them.—Frank H. Holman, in Printer's Ink.



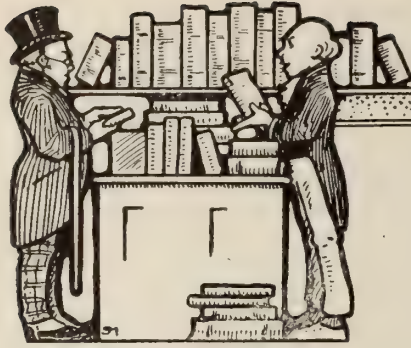
HOW DISPLAY AIDS SALES.

Dealers should give the highest attention to convenient display in serving the purchasing public. In selling postcards display is fully as important as having a wide range of attractive cards, for even the best assortment that fails to gain the eye of the buyer will not produce the results that a smaller and less complete assortment will when spread out so that the cards may be seen at a glance. In September, in cities and towns, there will be exhibitions, bringing many visitors. One of the first places they visit is the postcard shop, and the pencil or fountain pen comes out to jot down the fact of their safe arrival on the most characteristic postcards they can find, and to send them to the folks back home.

This means that the postcard buyers are always in a hurry—at least the majority of them. They will take in a whole collection in a bird's-eye view—if you have them so displayed. But they will not take the time to go through a tray full of cards, with dozens of duplicates among them. That method means loss of sales and the customer will pick out a couple and seek the next shop, where the selection can be made in a comprehensive way.

But the possibilities of the postcard trade are not confined to elaborate displays. It is estimated that half of the postcards purchased in these times go into the collections of the buyers and are preserved as mementoes of the trip.

Folders as well as albums for display and for customers' use should be in every dealer's stock.



Books



REPORTS OF BEST SELLERS.

From Different Canadian Cities. . .

Montreal.

1. Jaffery Locke.
2. A Far Country Churchill.
3. Anne of the Island Montgomery.
4. "K" Rinehart.
5. Ruggles of Red Gap Wilson.
6. Of Human Bondage Maughm

Toronto.

1. A Far Country Churchill.
2. Jaffery Locke.
3. "K" Rinehart.
4. Anne of the Island Montgomery.
5. Of Human Bondage Maughm
6. Victory Conrad.

Moncton, N.B.

1. A Far Country Churchill.
2. Michael O'Halloran Porter.
3. Jaffery Locke.
4. Anne of the Island Montgomery.
5. The Turbulent Duchess Brebner.
6. The Double Traitor..... Oppenheim.

Winnipeg.

1. A Far Country Churchill.
2. Michael O'Halloran Porter.
3. Anne of the Island Montgomery.
4. The Double Traitor Oppenheim.
5. Bealby Wells.
6. Jaffery Locke.

Hamilton.

1. A Far Country Churchill.
2. Jaffery Locke.
3. "K" Rinehart.
4. Anne of the Island Montgomery.
5. Athalie Chambers.
6. Rainbow Island Grey

Saskatoon.

1. A Far Country Churchill.
2. Patrol of the Sundance Trail Connór.
3. The Man of Iron Dehan.
4. Michael O'Halloran Porter.
5. The Pretender

Edmonton.

1. The Landloper Day.
2. A Far Country Churchill.
3. Empty Pockets Hughes.
4. Jaffery Locke.
5. Thankful's Inheritance ... Lincoln.
6. Valley of Fear Doyle.

ADDITIONAL PARTICULARS
ABOUT ANY BOOK MENTIONED
IN THESE COLUMNS UPON RE-
QUEST TO BOOKSELLER AND
STATIONER'S SERVICE DE-
PARTMENT.

Kingston, Ont.

1. A Far Country Churchill.
2. The Harbor Poole.
3. Contrary Mary Bailey.
4. The Double Traitor Oppenheim.
5. Michael O'Halloran Porter.

Charlottetown, P.E.I.

1. Anne of the Island Montgomery.
2. Pollyanna Grows Up Porter.
3. A Far Country Churchill.
4. Contrary Mary Bailey.
5. Doodles Dowd.
6. A Girl of the Blue Ridge... Erskine.

St. Catharines, Ont.

1. "K." Rinehart.
2. Lovable Meddler Dalrymple.
3. Jaffery Locke.
4. Still Jim Willsie.
5. Fidelity Glaspell.
6. Anne of the Island Montgomery.

Peterboro, Ont.

1. Anne of the Island Montgomery.
2. A Far Country Churchill.
3. Jaffery Locke.
4. The Turmoil Tarkington.
5. Jess of the River

Chatham, Ont.

1. Michael O'Halloran Porter.
2. A Far Country Churchill.

CANADIAN SUMMARY.

Fiction.

- | | |
|------------------------------------------------|-----|
| 1. "A Far Country." Winston Churchill | 131 |
| 2. "Jaffery." W. J. Locke | 83 |
| 3. "Anne of the Island." J. M. Montgomery | 73 |
| 4. "K." Mary Roberts Rinehart. | 55 |
| 5. "Michael O'Halloran." Gene Stratton Porter | 54 |
| 6. "The Double Traitor." E. Phillips Oppenheim | 36 |

BEST SELLERS IN THE U. S.

Fiction.

- "Michael O'Halloran." Gene Stratton-Porter.
 "K." Mary Roberts Rinehart.
 "A Far Country." Winston Churchill.
 "Pollyanna Grows Up." Eleanor H. Porter.
 "The Lovable Meddler." Leona Dalrymple.
 "Athalie." Robert W. Chambers.

3. The Double Traitor Oppenheim.
4. The Man of Iron Dehan.

St. John, N.B.

1. Michael O'Halloran Porter.
2. "K." Rinehart.
3. Lovable Meddler Dalrymple.
4. A Far Country Churchill.
5. Anne of the Island Montgomery.
6. Still Jim Willsie.

Victoria, B.C.

1. A Far Country Churchill.
2. Jaffery Locke
3. Keeper of the Door Dell
4. Turmoil Tarkington
5. Man of Iron Dehan
6. Angela's Business Harrison

Guelph, Ont.

1. A Far Country Churchill
2. Jaffery Locke
3. Anne of the Island Montgomery
4. "K" Rinehart
5. Michael O'Halloran Porter
6. Ruggles of Red Gap Wilson



The opening chapter of Major-General Currie's forthcoming book, "The Red Watch," will deal with the Kilties in Canada, and chapter two is devoted to the Forty-Eighth Highlanders—the Red Watch. Early chapters are devoted to the new colonial policy, the organizing of imperial battalions and moulding an army. The reader is carried with the Canadian soldiers across the Atlantic and to the battle front, there being graphic and intensely interesting descriptions of such battles of Neuve Chapelle and St. Julien, with firsthand information regarding billets and bivouacs, German gas and Turcos and much more about events of the war and the men engaged in battle. There is an appendix giving a complete list of the first Canadian division.



Put your trust in the man who talks of things and not of people.

A translation of M. Antoine Guilland's "Modern Germany and Its Historians" (Niebuhr, Ranke, Mommsen, Sybel, and Treitschke) has been prepared and will soon be issued.

Stanley Washburn, whose "Field Notes from the Russian Front" was recently published, has a further volume in the press, continuing his narrative under the title, "The Russian Campaign, January to July, 1915."

Canadian Books and Authors

Something About New and Forthcoming Books—Interesting Paragraphs About Canadians.

AMONG the notable books of the year just issued is "The Canadian Commonwealth," by Agnes C. Laut. A notice of this book will be found in another column, but readers will be interested in reading the following brief sketch of this vigorous Canadian writer. In passing, it is worthy of mention that Miss Laut is now a regular contributor to MacLean's Magazine, her first article in the September issue being an able presentation of the question, "Is the End of the War in Sight?"

Agnes C. Laut is a native of Ontario, but in early age moved to Winnipeg, where she attended college and later engaged in newspaper work on the Manitoba Free Press. Subsequently she became a correspondent and contributor to other American, English, and Canadian papers and magazines, and for some years was a member of the editorial staff of *Outing*. Her enthusiasm for outdoor life led her to make many adventurous trips to little known regions of the Canadian northland, and on one occasion she made the two thousand-mile canoe trip down the Saskatchewan River from Edmonton to Lake Winnipeg. Among her best known books are "Lords of the North," "Heralds of Empire," "The Story of the Trapper," "Pathfinders of the West," "Vikings of the Pacific," and "The Hudson's Bay Company." Her researches into Canadian history, both past and contemporary, have been exceedingly wide and deep, and few persons living know the Canada of to-day as does she. In recent years she has devoted much attention to problems of transportation, and her articles on this and kindred subjects in such magazines as the *Century* and the *Saturday Evening Post* have attracted widespread attention.

At present she owns an estate in Wassaic, Dutchess County, New York, and considers this her home, but she travels much in Canada and the United States investigating contemporary problems for magazines.

Personally her career has been a remarkable illustration of the triumph of will over the infirmities of the flesh. When a girl she was threatened with tuberculosis, but living in the open in the Rockies and the Selkirks, she managed to overcome the weakness, and became a strong, vigorous, healthy woman (see her anonymous, "The Autobiography of a Happy Woman," serially in the *Saturday Evening Post*).

Few know Canada, past and present, as does she, and of those few no others

possess the gift of virile, striking, entertaining English that she does.

Born a Canadian, she has an enthusiasm for the country that yields to no other, but having lived in other lands for many years, she is able to see Canada as it really is, with its strength and weaknesses, its possibilities of accomplishment and the dangers that loom in its path.



"Harding of Allenwood," is the name of Harold Bindloss' latest novel, which, as usual, has a selling in Western Canada.

"The Prairie Wife," is the title of a new novel by Arthur Stringer, shortly to appear.

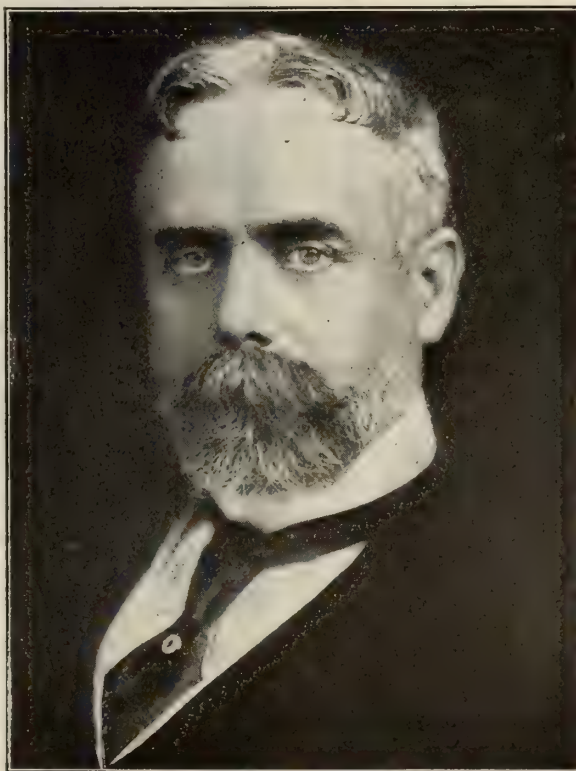
A new book by a Canadian writer which has just appeared is "Whirlpool Heights: A Dream House on the Niagara River," by Julia Cruickshank.

of essays by this writer is to be published and that he is now a regular contributor to MacLean's Magazine, along with such other prominent Canadian authors as Sir Gilbert Parker, Bart., Arthur Stringer, L. M. Montgomery, Agnes Laut and Alan Sullivan.

"The Glory and the Dream" is the title of a book by Anne Preston, which has just been brought out. Its sub-title is "The Record of a Silent Life." This author is the daughter of the late Sidney Preston, who published a notable humorous volume about twenty years ago under the title of "The Abandoned Farmer."

Capt. H. J. Horan of the 52nd Overseas Force has compiled "The Syllabus of Infantry Training." This book is a compilation of five text books in one, so arranged that an officer may get a complete infantry training from this one book. It is interleaved, and can be easily carried in the pocket. The work has been heartily recommended by experienced military men.

"A Soldier of the King" is the title of an uplift story by Helen Sterling, a Canadian writer, a true story of a young



SIR GILBERT PARKER, Bart.,

Whose new novel, "The Moneymaster," is to appear this month.

Arrangements have recently been concluded whereby S. B. Gundy of the Oxford University Press is the sales agent for all of the books written by Stephen Leacock. His sixth volume is about to appear under the title of "Moonbeams of the Larger Lunaey." It is interesting to observe here that in the spring, a volume

Canadian, a boy born a cripple but with martial instincts. The story is exquisitely written, and it is dedicated to that great-hearted friend of Canadian children, John Ross Robertson. There is a frontispiece with an inscription to the Canadian Order of the Daughters of the Empire.

What Should a Minister Read?

By A. T. Chapman, Montreal.

TO this important question one is tempted to make the laconic reply—everything! and surely everything worthy in literature should be read by a minister—if he had the time, everything that will give him a broad outlook on life and an understanding of what life means to every man, woman and child within the sphere of his influence. A graduate from a theological college is apt to have a restricted view of life, to see human life and character through theological glasses, and to have little patience with the man who of necessity and training sees life from a different angle and through lenses of very different vision. To become useful and efficient he must think himself into the mind and heart of his people, and nothing will help him so much in his personal contact with men as reading—reading widely, reading intelligently, dipping deeply, into the well of literature.

It is to be understood that a minister must take considerable time in study bearing directly on his pulpit work, in keeping himself in touch with the work of the denomination and the wider interests of the Christian activities of the time, and for this last purpose I do not think there exists a more useful journal than *The British Weekly*—the free churchman's chronicler and champion. But what.

First, I think, he must be acquainted with the history of the country in which he works, and surely every Canadian minister must read Parkman. What an inspiration to a minister of the Gospel is the early history of "The Jesuits in North America." How fascinating the story of early settlers in French Canada, what wealth of romance and meaning in the chronicles of wily Indian, hardy adventurer, brave knight, religious fanatic, intrepid and industrious settler! After Parkman comes the story of the English conquest and settlement as told by Bradley and Charles G. D. Roberts, the federation of the Provinces and the development of constitutional liberty and political freedom as narrated by Bourinot, and I also believe it important that a minister make himself familiar with the history of the neighborhood he is in and of the church to which he is attached.

Second, poetry. The good old Book is full of it, of course, and what will keep alive the imagination and the value of the emotions so well as the reading of good poetry? Tennyson, Browning, Milton, and all the rest of our modern pro-

phets and seers. How effective the introduction of a few lines of choice verse into an address! How well can a point be driven home, a thought made clear and crystallized by the aid of noble stanzas from our inspired poets! Most useful are such collections as Palgrave's *Golden Treasury*, to be had for a few pennies. The *Oxford Book of English*



MARIE VAN VORST,
Author of "Mary Moreland."

verse, and our own Professor Rand's *Treasury of Canadian verse*.

Third, fiction. Shall a minister read fiction? Certainly, and plenty of it. Let the minister who would amplify his office, and most completely fulfil his mission amongst his people read fiction, good fiction, and as much of it as he can without neglecting his other studies. Let him read fiction first for his own mind's refreshment, and then that he may allure his people to brighter realms of literature and lead the way. It seems to me that the minister who can elevate the literary taste of his congregation is

performing a worthy task, and doing much to prepare and keep fertile their minds and hearts, thus making good ground in which the seed of the Gospel shall root deeply and become fruitful. It is absurd to tell a young girl fresh from the works of "Pansy," and enthralled with "Bertha M. Clay," to read Robert Browning, but with a knowledge of good fiction a minister may lead her by easy stages to the heights of the best in literature. A boy is naturally attracted by Alger, Jesse James the bandit, and the records of Buffalo Bill's marvellous adventures, and it is foolish to start him on Parkman, but a short course in Henty, Stanley Weyman and Gilbert Parker may whet his appetite and lead him to become an earnest student of history. How many members of the church are wasting their mental abilities with the reading of cheap story magazines, when with the same amount of time and the expenditure of perhaps less money they might be revelling in the best literature, if they were only shown the way! And how is the minister to do this if he know not the way himself?

If the young preacher has not had time before entering the ministry to cultivate his knowledge of the standard works of fiction let him begin at once, systematically, to do this. First of all, let him read his Dickens—an author whose greatness and universal appeal is now being fully recognized. I don't know of another novelist whose every work should be so read, re-read and mastered by a man whose business it is to know people's hearts, to understand little children, to have patience with the foibles and failings of mankind. Dickens, George Eliot, Thackeray, George Meredith, were a man to read the writings of only these four—not, however, neglecting the masterpiece of all literature, Victor Hugo's "Les Misérables"—he would then have a measure with which to size up the modern novel as it appears. Let him recommend such as he finds wholesome and elevating, but whatever he does let him not publicly condemn any book, as that is one of the best advertisements a novel can get, and defeats the good intentions of the preacher.



"The Pearl Fishers" is the title of a tale of the South Seas, by H. Devere Statpoole, author of "The Blue Lagoon."

Books and Writers Being Talked About

Writers at the Front.

Owen Johnson, writer, and Mr. Walter Hale, writer and illustrator, have been to the front in France and seen numerous abandoned German trenches. In the trenches could be seen parts of bodies covered with lime. They were within fifteen yards of the Germans, Mr. Johnson said, when they were discovered by the latter, who opened fire on them. They were forced to crawl several miles to the main French trenches.

"From Alien to Citizen," by Edward A. Steiner, is the story of Professor Steiner's life in America, faithfully pre-

the renowned Dr. J. R. Miller has said: "It is just the thing that will help young men in the home, in school and in business."

Mrs. Hodgson Burnett's New Book.

Frances Hodgson Burnett's "The Lost Prince," which has been running as a serial in the Saint Nicholas, is announced for early publication in book form. This story is as fascinating a story as Mrs. Burnett has ever written. The idea that underlies the story in "The Lost Prince" was the basis for her lovely story, "Dawn, a Story of To-morrow."

War Affects English Book Papers.

"The Bookseller" of England will be published monthly instead of weekly till the end of the war. In dealing with this announcement editorially, "The Bookseller" says: "Now that hostilities have already lasted twelve months and there is at present little hope of an early termination, it is clear we were all too sanguine and optimistic. It is therefore necessary to take stock of the changed position."

Business activity in the book and publishing trade is materially modified."

To further accentuate this business modification comes the announcement that "The Book Monthly" of England, will become a quarterly until the end of the war. Cassell & Co. cease to be its publishers as it again comes under the control of its editor and founder.

Owen Johnston's new novel entitled "Making Money," is heralded as a book for all the people on the assumption that everybody loves good romance. Patsy a wholesome, lovable girl, is said to be the best of Mr. Johnston's heroines.

The death occurred at Zeise, Holland, on August 4 of Maarten Maartens, the novelist. Of his many books "God's Fool" which was published in 1892 is probably the most widely known. His novels were originally written in English and later translated into his own language. His name in private life was Joost Marius Willem der Poorten-Schwartz.

The United States publishers of "Martha by the Day," reports a revival of interest in that book, the 17th large edition of which has just been brought out. There is a strong renewed demand for the Jean Christophe books as well.

A new story for girls by Carrol W. Rankin, entitled "The Cinder Pond," has just been issued. This author's best known previous book is "Dandelion Cottage," of which sixteen editions have been printed.

Chas. T. Burton has written a new book for boys entitled "Camp Bobs Hill," which will be ready this month.

An important new field book is "Wild Birds and Their Music." Numerous musical diagrams constitute a feature of this volume. There are more than fifty illustrations, 38 of them colored. By means of the descriptions and pictures provided in this book, one may identify the birds, and bars of music are printed with each description illustrating the songs they sing.



"The Inseparables."

An unconventional picture of W. J. Locke, whose latest book, "Jaffery," is delighting thousands of readers.

senting the progress of the Hungarian boy who came to America as an immigrant, and who to-day occupies a position of influence and still greater opportunity in the American republic.

It will interest aspiring young authors to know that Booth Tarkington writes all of his books in pencil. In the study where he works he has arranged on the table, in front of him, from thirty to forty well sharpened lead pencils. As soon as one of his implements loses its edge, he throws it aside and takes up the next, and continues in this way until his day's work is finished.

"Men Who Made Good," by John T. Faris, is a companion volume to his earlier "Making Good." Of this book

Popularity of Hardy.

Thomas Hardy's works, whatever the condition of the times, seem to have attained an unassailable popularity. An article in a recent number of the English Everyman, which gives vent to rather pessimistic opinions on the book trade as affected by the war, exempts a few books only. These books that, in spite of the times, continue to have a steady sale, are mostly non-fiction publications dealing with the war; but Hardy's novels were included in the list.

After heading the list of best sellers in the United States for four months, until July, Booth Tarkington's novel "The Turmoil" has been superseded by Churchill's "A Far Country."

Defends Harold Bell Wright.

"The Hidden Things," by J. Wesley Putnam, is a novel, which was inspired by criticism against Harold Bell Wright, who in his last novel, "The Eyes of the World," attacked unscrupulous writers of unwholesome literature. "The Hidden Things" tells many secrets of the literary game as it has come to be played. The author is no believer in half-truths.

A Book About Mexico.

"Carranza and Mexico," by Carlo de Fornaro, with chapters by Col. Enriquez, tells the story of the Mexican revolt, and is a book of historical value. It is important also in its interest for the student of sociological problems, for whom Mexico is to-day one of the most interesting spots on the universe.

New Inspirational Books.

"Seeking Success" is a new "character-making" book, by John T. Faris, D.D., presenting glimpses of actual events in the lives of men that can hardly fail to play an important part in forming right ideals in the minds of readers.

A new Irish story, entitled "Gossamer," by Geo. A. Birmingham, is down for early publication.

In September a new book by Anthony Hope is to appear under the title of "A Young Man's Year."

Margaret Widemer, the author of "A Rose Garden Husband," has a new book coming out shortly under the title of "Why Not?"

The rather odd title of "30" has been given to a new novel, by Howard Vincent O'Brien. It is a newspaper story.

Recalling Gerald Stanley Lee's remarkable book "Crowds," it is interesting to observe that a new book under the title of "We" by this author is to be ready shortly.

"The Science of a New Life," is the title of a new sexology book by Dr. John Cowan.

August publications included a new revised and enlarged edition of Holt's "The Care and Feeding of Children."

"In Money and Banking," John C. Holdsworth explains banking systems in detail.

"Citizens in Industry," by Charles Richmond Henderson, is a worthy book built up on the assumption that efficiency in the employee is the employer's best asset.

Two new issues in the *Bed Time Stories*, by Thornton Burgess, are "The Adventures of Chatter, The Red Squirrel," and "The Adventures of Sammy Jay."

"Horse Sense," is the title of a volume of essays by Walt Mason, whose newspaper rhymes are so familiar.

A reprint edition has been brought out of "The Mis-Leading Lady."

In August new Canadian editions of the following novels were brought out: "The Treasure of Hidden Valley," "Ruggles of Red Gap," "The Double Traitor," "Mary Moreland" and "Still Jim."

"The Boy Scout Diary for 1916" is now ready and the Canadian edition is larger than ever before.

W. R. Hotchkiss, for ten years sales manager for John Wanamaker's Philadelphia store, is the author of an import-

ant new book entitled "The Manual of Successful Store-Keeping." It is published under the auspices of the Associated Advertising Clubs of the World.

One of the specially important new books of the year is "Luther Burbank," by Henry Smith Williams, being an abridgment of the twelve volume subscription work which gave the old story of Burbank and his work. The author's purpose is to enable the reader to follow out experiments along similar lines; that is, to Burbankize his own garden. This new book is a \$2.50 volume, whereas the price of the previously issued twelve volume work was \$120.

Novels down for October publication include "The Way of These Women," by Oppenheim and "Eltham House," by Mrs. Humphry Ward.

While it is possible that an anthology such as the one of the literature of social protest compiled by Upton Sinclair under the title "The Cry for Justice" may prove tantalizing to readers on account of its very scrappiness, yet for this reason it well warrants pushing by the bookseller, for it contains selections from a hundred or so vital books on social subjects, and of course tasting is a preliminary step to buying.

Maurice Hewlett's new novel, "The Little Iliad," is reminiscent of Countess von Arnim's "The Pastor's Wife," in that it deals with the marital difficulties of a German husband and a non-German wife. Another thing in its favor is its tempting title. Mr. Hewlett is said to employ some very clever satire in the depiction of this modern "Helen" and her spouse from across the brimming wave.

Old Favorites as Ideal Books for Boys

Editor's Note.—This article by a writer in St. Nicholas is reproduced because of its live interest for booksellers and librarians relative to some ideal stories for boys.

THOMAS BAILEY ALDRICH, in the story of his own life, "The Story of a Bad Boy," tells how "the thrill ran into his fingers' ends" over "The Arabian Nights," and particularly "Robinson Crusoe." "Robinson Crusoe" was also a great favorite with Edward Everett Hale (who himself wrote a little book you will want to read, "The Man Without a Country"), as it has been with ever so many million boys and girls for two hundred years now.

Louisa Alcott (you see, I am choosing authors who have themselves written for boys and girls), Robert Louis Stevenson and Andrew Lang took, one and all, a passionate delight in Sir Walter Scott's novels, and especially in "Kenilworth,"

"Ivanhoe," and "Quentin Durward," and of Scott's poems too, swift, active, chivalrous poems, they had a great opinion.

Andrew Lang liked a great many books when he was young, just as he wrote a great many afterward; and I am sure if you have read any of his own books you will want to follow his advice, based as it was not only on a taste for good books, but for thrilling romance, too. Well, some of the books he read with delight were: "A Midsummer Night's Dream," Mallory's "Morte D'Arthur" and Thackeray's "The Rose and the Ring" (which is wonderful nonsense). He says, too, that he read "Jane Eyre," which he found "creepy" for a boy of nine. Even for eleven it seems to me a little grown-up.

Longfellow always spoke of Irving's "Sketch Book" (the book that contains

"Rip Van Winkle," you remember) as the one great book of his childhood; and Colonel Roosevelt says he could pass an examination to-day in the whole of the Leatherstocking series of Cooper. Helen Keller—you have surely heard of her—speaks with particular delight of Thompson Seton's "Wild Animals I Have Known," of Mrs. Burnett's "Little Lord Fauntleroy" and of Kipling's "Jungle Books," and I heartily agree about all these.

And, lastly, for I can't go on forever, may I add on my own account just three or four other books, some of which are mentioned by one or more of the widely known people in the pamphlet: "Hans Brinker or the Silver Skates," for example, "Uncle Remus," "Huckleberry Finn," and "Undine"—all very different and all books you will never forget.

Educational Extension Work by Public Libraries

How the Public Libraries of Winnipeg Co-operate With School Teachers and With Colleges.

FOLLOWING up the editorial appearing in the last issue dealing with the co-operative work between libraries and schools as worked out in Buffalo, New York, in promoting the development of readers, the following description of the expansion of the Winnipeg Public Libraries in branching out into the educational field will be read with keen interest by all concerned about the circulation of good books and fostering of education:

"Does Winnipeg know the magnitude of the work being accomplished by the public library, with its numerous branches in the city?

"Not only is the library centering all its efforts at supplying reading matter for the education of all classes, but it is looking to the future and seeking to find the highest way in which it can perform its mission to the community.

"Library administration has undergone almost a complete revolution within the last two decades. The making of book collections has been practised for centuries, but the development of the science of classification and cataloguing, making these books accessible to the many, has been the work of only a few years. In this period the appreciation of books has extended from a few scholarly and so-called bookish people to the many. The library has ceased to be regarded solely as a luxury for the classes and has become a public utility for the use of the masses. It is now one of the great social service institutions whose aim is to minister to the education, recreation and uplift of the people.

Remarkable Expansion.

"To go back over the short history of the library in Winnipeg is to read a story of phenomenal development. The library opened in the Carnegie building late in 1905 with about 7,000 books. During the following year loans of books were made to the number of 80,000 books. At the present time there are over 100,000 volumes in the library and upwards of 800,000 loans will be made during the present year for home reading or for reference purposes. Starting with the one building, the library has broadened, until now there are two branch institutions, the North End branch and the Cornish branch library. Both of these buildings rival the central one in the fine equipment and architectural beauty both inside and out. In addition to these, there are a dozen or more branches of the library scattered throughout the city, affording the people

easy access to the books they desire, no matter in what section of the city.

"The change that has come about in the work of the library of to-day—that is, the graduation of the library from an institution to provide recreation for the people to the higher plane of education and general uplifting, is coincident with the radical changes that have taken place in the field of higher education within the last few years. Educational methods which were restricted to the preparation for at most four or five learned professions now offer a much wider field of instruction. It was soon recognized that this branch of education should not be confined to the students enrolled in colleges and universities. The masses could be reached by university extension classes and night schools. Thus it has developed that the teaching of mechanics' trades, sewing, cooking and a score of other useful arts to those already engaged in the problem of making a living, has become a recognized part of the educational system of the library in Winnipeg. As a result of this an increased mental alertness, a desire for investigation and for continued educational advancement is everywhere observable.

"Thus the work of the library has been drawn into educational channels, and it is the endeavor of those at the head of the library to get books which will be of commercial value to the man that wants up-to-the-minute information about any profession or, in other words, who wants to educate himself.

"It has always been the idea of the public that the chief object of a library should be to have a large amount of good fiction on hand to give recreation to the patrons. This is an erroneous idea, as the recreation department of the library has received comparatively little study, except to avoid publications that are pernicious and useless.

"It was a year and a half after the opening of the present library building before it was possible to get enough suitable books together to open a reference department. During the first year of its operation, 10,000 books were consulted; for the present year the number will be upwards of 80,000, and every book of this number will be used for definite and useful purposes of study and information.

Children's Room.

"A feature of the library work as carried on in Winnipeg under the capable management of Librarian J. H. Mc-

Carthy is the work among the children. About the same time as the reference department was started a children's room was opened in the central building. From the first this proved a signal success. During the first year 2,000 children used 30,000 books. Realizing that the room devoted to the young people at the central library could only reach a very small number of them, the library officers approached the school board and asked for the co-operation of the teachers in the outlying schools. This was readily agreed to, and after the libraries had been established in three or four of the schools, it was found that the teachers were the aggressors in approaching the library for books for their own schools and for additions of valuable books to those already established. Much has been said in the library world at different times about the value of carefully supervising children's reading. In the present system whereby the teachers pick out their own books, the officers of the library feel satisfied that they have found the ideal system. Through these channels the library is doing a noble work. It is reaching children who can scarcely read, and who are, therefore, given little fairy stories written in simple language. These books are taken home by the children, and in this manner the library is reaching many homes otherwise inaccessible. The parents of the children have become interested, and there is a steadily increasing demand at the public schools where the libraries have been established for a few standard books suitable for mature people. These requests have been cheerfully granted.

"Similar work has been carried on by the library through the co-operation of the All People's Mission, the Robertson Memorial Institute, and the Boys' Club. As an instance of the rapid development in this very important phase of the library's work, 1,189 books of useful information, with scarcely a novel in the collection, were read by the children of All People's Mission in one month.

Branch of Hospital.

"Not only in this regard is the Winnipeg public library striking into new fields that the average citizen is not aware that a library could touch. The patients in the general hospital have a branch depot in the building for their exclusive use, and the Nurses' Home has a similar collection. When requests are made, books not in the collections of

these institutions are supplied from the central library. Some 200 children in the Children's Home are also supplied with reading matter. With the outbreak of the war the library at once came forward and suitable books for the use of the soldiers were supplied. This portion of the work will be greatly broadened in the future. As an example of the efficient manner in which the Winnipeg public library is fulfilling its duties, even the provincial jail has not been overlooked. Books, perfectly whole, but too worn for circulation, are supplied freely to the inmates of the prison.

"Thus it will be seen that instead of being an institution simply to supply recreation in the way of fiction, the Winnipeg public library is taking its place in the city as an economical necessity to the poorer man who cannot pay for education, but who is striving to better himself. The library is devoting itself to getting books for this purpose. It is the keen desire of the heads of the library in Winnipeg that a survey of the industries of Winnipeg be made and the needs of the workmen studied. If this were done it would show the librarians just what kind of books were needed, so that the masses could educate themselves. It is to this end that the Winnipeg public library is striving. It is not the goal of the libraries of today to be mere recreative institutions, and only in getting books which will serve to educate the masses will the libraries perform their highest duty."



YORK COUNTY LIBRARY INSTITUTE.

Stouffville, Aug. 20.—The reason for the apparent lack of interest that permitted a half-dozen public libraries in York County to close their doors during the past year, was the subject of keen debate at the annual convention of the York County Library Institute.

It was decided to endeavor to revive interest and an effort will be made to reorganize and again put the backward libraries in good standing. Inspector Nursey explained the work of the Government in assisting and encouraging the organization of libraries in the province. There were now nearly 400 libraries in Ontario receiving aid from the Government, and prospects were good for the establishment of more.

The following officers were elected to act during the ensuing year: President, Josiah Burlington, Don; vice-president, Miss Mary Duncan, Don; secretary-treasurer, Harry Durrant, Runnymede. It was decided to meet at the Don next year.



IN LINDSAY DISTRICT.

Lindsay, Ont., July 30th.—At the annual meeting of Lindsay District Lib-

rary Institute with representatives present from Haliburton, Minden, Bracebridge, Huntsville, Peterboro, Oshawa, Whitby, Uxbridge and Beaverton, this resolution was passed:

1. Resolved—That in order to insure closer relations between the public school and the public library the legislature be approached with a view to amending the Library Act so as to apply the funds at present given to the public schools (for library purposes) to the public library, thus enabling the public library to provide the books required by the public school (except school text books) and so, in effect, make the public school library a branch of the public library.

In the discussion of this subject it was clearly shown that where libraries are established in rural districts, the books are eagerly read by farmers and their families.

Walter R. Nursey, Inspector of Public Libraries, who was present at the institute, read a paper prepared by Dr. E. A. Hardy, of Toronto, secretary of the Ontario Library Association, on "Co-operation between Sunday School and Public Libraries." In this address some very timely and helpful suggestions were made. For example, one of the points brought out was that at present these libraries are overlapping by providing many of the same books, whereas they could co-operate in keeping their choice distinct.

The following district officers were elected for the ensuing year:

President—S. Farmer, Port Perry; vice-pres., Mr. Wilkinson, Norwood; secretary, Mrs. E. J. Jacobi, Oshawa.

Executive committee—Messrs. J. J. Cave, G. Bemister, Misses Edwards and Reynolds, and Mrs. Nutting.

The next meeting of the Institute will be held in Peterborough.



Books Received

"The Spell of the Holy Land," by Archie Bell. Boston: The Page Co. Cloth, Boxed, \$2.50 net.

This is an account of the author's pilgrimage to the Holy Land undertaken more for the joy of travelling than from religious motives. He found that his trip gave him nine-tenths of enjoyment at the expense of only the remaining tenth of personal discomfort. The book is uniform with the other volumes in the "Spell" series. There are eight plates in full color and many duogravures of photographs by E. N. Newman.

"The Pioneer Boys of the Yellowstone," by Harrison Adams. Boston: The Page Co. Cloth, \$1.25.

The sub-title of this book is "Lost in the Land of Waters." There isn't a

boy alive whose heart will not be stirred by the reading of this new story, telling of the adventures of the pioneer boys with the Lewis and Clark Expedition, of how they became separated from the rest of the body and were lost in Yellowstone Park.

Anne of the Island, by L. M. Montgomery. Boston: Page. Cloth, \$1.25 net.

The "irresistible" Anne Shirley—the very Anne whom Mark Twain called "the dearest and most moving and delightful child of fiction"—comes back in this story which will be read eagerly because it is true and happy and full of a clear, kind, wholesome, northern simplicity and is, moreover, decidedly "Anne-ish."

Letters From Brother Bill, 'Varsity Sub, by Walter Kellogg Towers. New York, Crowell. Cloth, 50 cents.

Here is a book that every boy who wants to learn football and "make the team" will read eagerly and profitably. It will tell him a lot about the game that he ought to know, and it is presented in an easy, story-telling way he will like. Even older fellows who already think they know a good deal about football will find many coaching points here that should be of value. Bill Foster starts his sophomore year at college determined to get on the 'Varsity eleven. He works early and late, and although his name is left off the squad as first posted, he doesn't lose heart, but goes after it harder than ever. Later he gets his chance and makes good. All this he tells his younger brother Tad in a series of breezy letters full of comradery and coaching hints—for Tad also has football aspirations and is leading a high school eleven to victory.

"**Parvo**" Pocket Dictionary. Toronto: McClelland, Goodechild & Stewart. Leather, 35c.

This is a remarkably fine appearing little book of handy pocket size, round corners, red edges and features of the dictionary itself are that it is self-pronouncing, comprising under one alphabet arrangement the definition, proper syllabication, pronunciation, parts of speech, capitalization of words and synonyms. In addition there is an appendix of useful information, such as rules of punctuation; hints on the use of correct English; forms of address; abbreviations used in writing and printing; various tables and a dictionary of foreign words and phrases. The little book has nearly 300 pages yet is less than half an inch thick.

In this department last month notices were included regarding "The Treasure of Hidden Valley," and "L.E.M." but no mention was made of the fact that Canadian editions of these books were published by McClelland, Goodechild and Stewart.

The Best Selling Book of the Month

MISS MONTGOMERY'S NEW STORY,
"Anne of the Island."

By Findlay I. Weaver.

AS will be seen by the reports of best selling books in Canada for the past month, "A Far Country" continues to far outdistance next contenders, with "Jaffery" second and "Anne of Green Gables" third. Consequently, the Churchill and Locke books having already been subjects of reviews in this department, the book to be considered in this issue is the latest of Mrs. Montgomery's "Anne" books, its title being "Anne of the Island." This is the fourth of the series, which in different senses "speaks volumes" for the immense popularity of little Anne Shirley, now grown to young womanhood.

The scene shifts, for the greater part of the action of this new tale, from Avonlea to Kingsport, which city is easily distinguishable as a fictitious name for Halifax.

At eighteen Anne goes to "Redmond College," being accompanied by another Avonlea girl, Priscilla Grant. Anne's old school rival and ardent lover, Gilbert Blyth, and Charlie Sloane, who also entertains fond hopes of finding favor with Anne, go to Redmond at the same time.

Mrs. Rachel Lynde, who is gossipy, but not in the objectionable manner characteristic of the familiar type of "the village gossip," joins in the small talk about this migration of the Avonlea co-eds to Kingsport and opines that students at such colleges do little else than flirt. When it is urged that they must do some studying, her reply is:

"Precious little. However, I think Anne will. She never was flirtatious. But she doesn't appreciate Gilbert Blyth at full value. Oh, I know girls! Charlie Sloane is wild about her, too, but I'd never advise her to marry a Sloane. The Sloanes are good, honest, respectable people, of course. But when all's said and done, they're Sloanes."

This was said to Anne's foster-mother, Marilla, and the book goes on to say:

"To an outsider, the statement that Sloanes were Sloanes might not be very illuminating, but she understood. Every village has such a family; good, honest, respectable people they may be, but Sloanes they are and must ever remain, though they speak with the tongues of men and angels."

The story is rich in such humorous passages and that element is second only to the charm of Anne herself in constituting the appeal which this book has for the reader.

Another most engaging feminine character is introduced in this story, in Philippa Gordon, who enters Redmond College at the same time. She and the Avonlea girls become the greatest of friends. It so happens that Philippa comes from Bolingbroke, Nova Scotia, Anne's birthplace, from which she went as a little girl to Avonlea.

"That makes you a Bluenose after all," is Philippa's comment.

"No, it doesn't," retorted Anne; "wasn't it Dan O'Connell who said that if a man were born in a stable it didn't make him a horse. I'm Island to the core."

The pride of the Islanders in their good old P.E.I. is reflected in a piece of advice given to Anne for her guidance at Kingsport. She was entreated to have little to do with any boys who were not from the Island!

At Kingsport in their first term Anne and Priscilla board with two maiden ladies who are twins, fifty years of age, but who at thirty had ceased to be alike.

"Miss Hannah has grown old, not too gracefully, and Miss Ada has stayed thirty, less gracefully still. I don't know whether Miss Hannah can smile or not; I've never caught her at it so far, but Ada smiles all the time, and that's worse. Miss Ada indulges a penchant for cushions, which are by no means to be sat on, and space for placing these cushions becomes so scarce that she must needs place one elaborate Battenburg creation on top of the piano.

In their rounds of Kingsport, in which they discover many delightful spots of historic interest, they come upon one surprise, which proves a lasting joy. It is an insignificant little cottage right in the heart of the mansions on the city's chief residential thoroughfare, Spofford Avenue. It was the old home of the Spoffords, who gave the street its name, and all offers to purchase it so as to make way for another big residence have been persistently refused. When Anne discovers the cottage with its unique name "Patty's Place," she immediately falls in love with it, and what is her delight subsequently, when out on a house-hunting expedition, a decision having been reached to take up a house instead of boarding, in their second term, when they see a sign "To Let" on Patty's Place.

One of the most delightful chapters in the book is that which describes the girl's first visit to Patty's Place.

"The girls rang rather timidly, and were admitted by a grim and ancient hand-maiden. The door opened directly into a large living-room, where by a cheery fire sat two other ladies, both of whom were also grim and ancient. Except that one looked to be seventy and the other fifty, there seemed little difference between them. Each had amazingly

big, light-blue eyes behind steel-rimmed spectacles; each wore a cap and a gray shawl; each was knitting without haste and without rest; each rocked placidly and looked at the girls without speaking; and just behind each sat a large white china dog, with round green spots all over it, a green nose and green ears. The dogs captured Anne's fancy on the spot; they seemed like the twin guardian deities of Patty's Place.

For a minute nobody spoke. The girls were too nervous to find words, and neither the ancient ladies nor the dogs seemed conversationally inclined.

Anne thus had an opportunity to look about and, after some descriptive matter as to what she saw, the story proceeds:

"By this time the silence had grown too dreadful, and Priscilla nudged Anne to intimate that she must speak.

"We—we—saw by your sign that this house is to let," said Anne faintly.

"Oh, yes," said Miss Patty. "I intended to take it down to-day."

She added that they had decided not to let the place.

"Oh, I'm so sorry," exclaimed Anne impulsively. "I love this place so. I did hope we could have got it."

Then did Miss Patty lay down her knitting, take off her specs, rub them, put them on again, and for the first time took a look at Anne as at a human being. The other lady followed her example so exactly that she might as well have been a reflection in a mirror.

"You love it," said Miss Patty with emphasis. "Does that mean that you really love it? Or that you merely like the looks of it. The girls nowadays indulge in such exaggerated statements that one never can tell what they really do mean. It wasn't so in my young days. Then a girl did not say she loved turnips, in just the same tones that she might have said she loved her mother or her Saviour."

Anne's conscience bore her up.

"I really do love it," she said gently. "I've loved it ever since I first saw it last fall. My two college chums and I want to keep house instead of boarding, so we are looking for a little place to rent; and when I saw that this place was to let I was so happy."

"If you love it you can have it," said Miss Patty.

And so it came about.

There is more about Patty, Patty's niece and Patty's Cottage. The latter, of course, looms large in the subsequent working out of the story. Needless to say the girls have love stories. Charlie Sloane makes an early avowal and is retired. But Gilbert gains ground until—but it would not do to tell the whole story here.

Those who loved the other Anne books will thoroughly enjoy this one.

LITERATURE OF THE WAR

IN "What is Back of the War," Senator Beveridge gives the result of personal investigations in Europe since the war began. He interviewed the Kaiser, Von Tirpitz, von Hindenburg and Professor von Harnock, various industrial and socialistic leaders and people of all classes with resulting conviction summed up in these paragraphs:—

This is the German people's war, rather than the Kaiser's war. Nearly 70,000,000 men, women and children think, feel, and act as a single being.

They are convinced that they are the victims of a monstrous plot, hatched in a foreign country, to destroy modern Germany.

They are as sure of Germany's ultimate victory as they are of the process of the seasons.

In France Mr. Beveridge talked with Gabriel Hanotaux, Henri Bergson, Eugene Schneider of the Creusot Works, M. Hervé, the Socialist, and many others. Everywhere he found men and women with a quiet but intense determination to put an end to the long-standing German menace at whatever cost. The spirit of France is one of purposeful sacrifice, of resignation to bitter loss, of patriotic exaltation translated into deeds rather than words.

In England, however, the author found a different atmosphere. While the patrician class is intensely in earnest, and willing to give life and loved ones in the war, the great middle class is still unaroused and half the people of the so-called lower classes are sullenly indifferent. Says the author:

In answer to fervent exhortations and appealing advertisements hitherto unknown to warfare, 2,500,000 British volunteers, it was said, had enlisted and were in training—an immense number, and yet only about half the men with whom France now holds her battle lines * * * and perhaps one-third of the number that Germany has under arms or ready to take the field.

Not the least interesting of Senator Beveridge's chapters is the final one, entitled "Probabilities." He believes that, no matter which side wins, the war is going to produce—in all European countries except Russia—"an immeasurable advance in democracy, expressed in terms of collectivism. He no longer looks on this war as a contest between absolutism and democracy. On the contrary, he believes that every battlefield is proving the winning power of team work in the form of democratic collectivism.

A new war book recently published is entitled "Sixty American Opinions of the War," presenting the views of sixty prominent citizens of the United States with a notable contribution by Colonel Roosevelt.

"Peace Insurance."

Alfred Owen Crozier has a plan to stop war and insure peace. It is set forth in his book, "Nation of Nations," in which the author offers a draft of a "supreme constitution" and a framework of organization for such a confederation of Governments as would, the author thinks, by means of its own military and naval forces, protect all supporting nations against unjust attack and so guard the world's peace forever. The author compares and contrasts his plan with that of the League to Enforce Peace, of which ex-President Taft is the head, holding that the latter would bring about a "universal entangling alliance" based on unenforceable treaties, while his plan, since it would provide for a new separate government of governments, would offer means of regulation and enforcement.

New Book by Davis.

"Somewhere in France," is the title of a new volume of short stories of war interest by Richard Harding Davis, author of "With the Allies," which is down for early publication.

"The Nurse's Story," by Adele Bleneau is a new book dealing with the work of the Red Cross and is dedicated to the Red Cross nurses of the world.

Hugh Walpole is still in Russia where, after making a study of the attitude of the Russians toward their present situation for a London daily, he has taken up Red Cross work, at first in the Moscow hospitals and then at the front.

Sunampadu Arumugam in "The Golden Key to World Power and the World," advances the theory that the chief aim of Germany in prosecuting the present war is to obtain possession of India.

"Men, Women and War," by Will Irwin, presents swift, dissolving views of the war, vivid, colorful, touching, heroic just as he saw them in Belgium and France.

George Herbert Perris is a pacifist and a war correspondent, the head of the London Chronicle's corps of correspondents at the front. In "The Campaign of 1914 in France and Belgium" he is said to present a just and impartial view of the part played by different nations in bringing on the war. He also describes their differing methods of warfare. This book is down for early publication.

A War Authority.

"The Great War: The Second Phase," is a continuation of the first volume by Frank H. Simonds, published last autumn. The author is the editor of the New York Evening Sun. This volume deals with the progress of events from the fall of Antwerp until April 1st. This book is notable particularly because of profound understanding of this writer in expounding the bald facts about the struggle in Europe as it progresses.

A collection of cartoons made from the daily newspapers, principally from the New York Tribune and Harper's Weekly, are presented in a volume entitled "Cartoons on the War," by Boardman Robinson.

In "The War Thoughts of an Optimist," a collection of timely articles on the war, by Benjamin A. Gould, an American citizen who has been resident for several years in Canada, he argues that there is no such thing as a German-American.

In "The Soul of Fighting France," Paul Sabatier shows how the country people he knows in the Cevennes have regarded the French entente with Britain, and the recent entry of Italy into the war; he then deals with the spiritual revolution which the war has caused in France, with the attitude of the school teachers and the churches, and with the question of Alsace, showing how the Alsations have been faithful to France. In conclusion he discusses the bearing of the war on the future of civilization.

An important new book is Prof. Edwin J. Clapp's "Economic Aspects of the War." Prof. Clapp is well known as a practical economist and the discussion of the economic effects of the war on America should merit the careful attention of all thinking readers.



The title of H. G. Wells's new novel is "The Research Magnificent." It is described as "the story of one man's search for the kingly life."

The third volume of M. Artzibashef's to be published in English translation within less than a year is "Breaking-point."

A new historical romance of love and adventure by Miss Mary Johnston is among the autumn publications. It is entitled "The Fortunes of Garin," and has for its scene Southern France in the time of the Crusades.

Monthly Record of New Books

PUBLISHED BY FIRMS ESTABLISHED IN CANADA.

WITH a view to saving valuable space and at the same time preserving the alphabetical arrangement of book titles so essential for ready reference, numbers are used to indicate the respective publishers' names. The following are the numbers used and the respective publishing firms to which they refer:

- 1.—William Briggs.
- 2.—Cassell & Co.
- 3.—The Copp, Clark Co.
- 4.—J. M. Dent & Sons.
- 5.—S. B. Gundy.
- 6.—Hodder & Stoughton, Limited.
- 7.—Thomas Langton.
- 8.—The Macmillan Co.
- 9.—McClelland, Goodchild & Stewart.
- 10.—McLeod & Allen.
- 11.—Musson Book Co.
- 12.—Thos. Nelson & Sons.

Fiction

- Beyond the Frontier.** By Randall Parrish. (9) \$1.35.
- Burkses Amy.** By Julie M. Lippmann. (9) \$1.25.
- Conquest.** By Olive Wadsley. (2) Cloth, \$1.25.
- Dr. Syn.** By Russell Thorndyke. (12) Cloth, \$1.25.
- Eltham House.** By Mrs. Humphry Ward. (9) \$1.35.
- Five Fridays.** By Frank R. Adams. (9) \$1.25.
- Gossamer.** By G. A. Birmingham. (9) \$1.25.
- Haunted Heart, The.** By Agnes and Egerton Castle. (9) \$1.35.
- Heart of Philura, The.** By Florence Morse Kingsley. (9) \$1.25.
- Hope of the House, The.** By Agnes and Egerton Castle. (9) \$1.35.
- Jaunty in Charge.** By Mrs. George We-myss. (9) \$1.25.
- Justice.** By Cora Harris. (9) \$1.
- "K."** By Mary Roberts Rinehart. (3) Cloth, \$1.35.
- Lady Aft, The.** By Richard Matthews Hallet. (9) \$1.35.
- Lovable Meddler, The.** By Leona Dalrymple. (3) Cloth, \$1.35.
- Millstone.** By Harold Begbie. (9) Cloth, \$1.25.
- Milly.** By Jean Louise DeForest. (9) \$1.25.
- Salute to Adventurers.** By John Buchan. (12) Cloth, \$1.25.
- Sampson Rideout, Quaker.** By Una L. Silberrard. (12) Cloth, 20c.
- Sowers, The.** By H. Seton Merriman. (12) Cloth, 20c.
- Steve Yeager.** By Wm. MacLeod Raine. (9) \$1.35.
- Thirty.** By Howard Vincent O'Brien. (9) \$1.35.

- Treasure of Hidden Valley, The.** By Willis George Emerson. (9) \$1.25.
- Way of These Women, The.** By E. Phillips Oppenheim. (9) \$1.35.
- Why Not?** By Margaret Widdemer. (9) \$1.25.
- Young Man's Year, A.** By Anthony Hope. (9) \$1.35.

Non-Fiction

- Adventures of Chatterer, the Red Squirrel, The.** By Thornton W. Burgess. (9) 50c.
- Adventures of Sammy Jay, The.** By Thornton W. Burgess. (9) 50c.
- Aunt Jane's Nieces in the Red Cross.** By Edith Van Dyne. (3) 60c.
- Boy Scouts of the Air in Belgium, The.** By Gordon Stuart. (3) 60c.
- British Empire, The.** By Sir C. P. Lucas. (8) 60c.
- Germans and Africa.** By Evans Lewin. Travel. (2) Cloth, \$2.50 net.
- History of the War. Vol. 6.** By John Buchan. History. (12) Cloth, 35c.
- Horse Sense.** By Walt Mason. (9) \$1.25.
- Hunting Wasps.** By J. Henri Fabre. (9) \$1.50.
- Hurlbut's Story of Jesus for Young and Old.** By Rev. Jesse Hurlbut. (9) \$1.50.
- King Condor of the Andes, The.** By Elliott Whitney. (3) Cloth, 60c.
- L. P. M. The End of the Great War.** By J. Stewart Barney. (9) \$1.35.
- Luther Burbank, His Life and Work.** By Henry Smith William. (9) \$2.50.
- Manual of Successful Storekeeping, The.** By W. R. Hotchkiss. (9) \$10.
- Mother West Wind's Why Stories.** By Thornton W. Burgess. (9) \$1.
- Near East From Within.** Anon. Political. (2) Cloth, \$3 net.
- Pleasant Land of France.** By R. E. Prothero. Travel. (12) Cloth, 35c.
- River War, The. The Reconquest of the Soudan.** By Winston Churchill. History. (12) Cloth, 35c.
- Scarecrow of Oz, The.** By L. Frank Baum. (3) Cloth, \$1.25.
- War and Democracy, The.** By R. W. Seton-Watson, and others. (8) 50c.
- We.** By Gerald Stanley Lee. (9) \$1.35.



RECENT COPYRIGHTS.

- (As Recorded in the Canada Gazette.)
- "Toronto's Roll of Honour Fighting the Empire's Battles." Stevenson & Hevey, Toronto, Ont.
- "Kasba." (White Partridge.) A Story of Hudson Bay. By George R. Ray, M.P.P. George R. Ray, Winnipeg, Manitoba.

"The Songbird." A Play in Four Acts By Frederic Hatton and Fanny Locke Hatton. Frederic Hatton and Fanny Locke Hatton, Los Angeles, California.



BOOKS RECEIVED.

The Girl From No. 13. Reginald Heber Patterson. Toronto: McLeod & Allen. Cloth, \$1.25.

This story centres about a girl who is placed in a wrong position through no fault of her own. The wall of convention which blocks her escape makes her desperate. At last she finds courage and strength in the trust of a clean, high-minded man. The scenes shift between the Virginian mountains and an old-fashioned southern city. Optimism and uplift are strong characteristics of this fine novel.

The Third Party. Frederic Arthur Stanley. Toronto: McLeod & Allen. Cloth, \$1.25.

This bright and humorous book tells of a highly respectable man, whose big idea, in order to make money, is the exploitation of a fortune-teller's parlor. How his secret comes nearly being exposed and his frantic efforts to guard it makes the tale intensely interesting.

Canada and the Empire, with war supplement, by A. E. De St. Dalmas. Toronto: Wm. Briggs. Paper, 15c.

An interesting treatise on the potentialities of Canada, the first edition of which was issued in 1903. Now published with a war supplement.



BOOKS LOST WITH HESPERIAN

The cargo of the Hesperian, the Allan liner, recently torpedoed, included a car load of books consigned to the Macmillan Company, of Canada. These were chiefly library books.



Miss Ethel Barrymore is now rehearsing the role of Emma McChesney in a play by Miss Edna Ferber based on the first volume, in which the far-famed Emma was the chief figure. The title of the play, like that of the book, will be "Roast Beef Medium." Almost at the same time as the first production of the play there will be a new Emma McChesney book by Miss Ferber, with the title "Emma McChesney & Co."



Truro, N.S., Sept. 1.—A branch of G. O. Fulton's Ltd., Stationery Store has been opened at Bass River with W. T. McDonald as manager.

New Goods Described and Illustrated

Eraser on Typewriter

Efficiency consists largely of simplifying and expediting the many little tasks and operations which we are called upon to do time and time again. Excepting the most proficient, all persons operating a typewriting machine are called upon to do considerable erasing, and an attachment by which this work is expedited has been recently designed to be mounted upon the frame of the machine in an unobtrusive manner and called into play when the occasion requires. The circular eraser, which is generally used, is mounted on a carrier, on which it revolves freely, this motion being actuated by a friction device. The rubber slides across the face of the machine, and is so perfectly controlled that it can be brought to bear on the paper surface at any desired place; any letter or character may be obliterated quickly by the rapidly revolving rubber without affecting the adjoining character.

A Recent Innovation in Desk Fittings

The "Lyflat" desk pad is an unusual departure and improvement.

Where the ordinary desk pad was made of binder-board, the "Lyflat" is a thick pad of flexible felt. The corners are made of cowhide, seal, or red Persian-Russia, and so attached that they won't break loose. This pad will "Lyflat," as its name indicates.

Some New Toys

Among the new toys being introduced to the Canadian trade by L. G. Beebe, as the Canadian representative of the Benjamin-Sellar Mfg. Co., of Chicago, is the Benjamin Aeroplane, a fine model aeroplane that actually flies. With a pull of the starting cord, the aeroplane will fly a distance of 200 feet under favorable weather conditions.

Another of this firm's novelties is an Aerial Top, which flies in the air, descends slowly and gently and spins after lighting.

Stone Blocks

Blocks made of stone are being featured this year, being offered in different shades. These are particularly suitable for building model houses, castles, bridges, towers and various other buildings.

A New Adhesive

A new adhesive recently perfected by the Carter's Ink Company is called "Cico" and is being supplied in cones, spreader tubes, desk jars, quarts and pints. It is always ready for use, requiring no water well in the jar and among the virtues which the makers emphasize are that it will not harden or never becomes lumpy, and needs no paraffine covering. There is an adjustable brush holder with the desk jar, this holder being inside and separate from the cap. This does the extra duty of providing an effective seal keeping the paste in perfect condition.

Carrying Additional Lines

Two additional lines which A. R. MacDougall & Co., Limited, are now carrying are those of the Merriam Mfg. Co., of Durham, Conn., manufacturers of stationers' tinware, and Hampden Hogs of New York, manufacturer of drawing pins and different stationery specialties.

Other developments this year are the stocking of Dixon pencils, penholders, erasers, etc., and the line of the Standard Crayon Co., both in practically complete assortments and large quantities, in the warehouse in Toronto. A stock is also being carried of the blotting paper manufactured by the Eaton, Dikeman Co.

New Pouring Device.

A new device recently perfected is known as Stafford's Dripless Pour Regulator, and Stafford's are equipping all the larger sizes of their inks with this device, which is operated by a simple quarter turn to the left or right to open or close it. The side outlet produces a perpendicular flow so that one always hits the inkwell at the first trial. When the well is full the bottle is raised to an upright position, when the ink is instantly cut off. The flow of ink may be regulated by placing the finger over the air vent of the pourout; hence when the well is full it is not necessary to raise the bottle.

This new pourout also prevents evaporation of ink in the larger receptacles.

Another innovation by the Stafford people is the packing of quarts, pints and half pints of all their inks, mucilage and paste in individual cartons lined with corrugated paper. This saves the

dealer the time and expense of wrapping and insures against breakage in stock and in course of delivery. It reduces the weight of a dozen shipping packages from 10 to 20 per cent. and at the same time, it is said, provides greater security for the goods.



A new catalogue describing the pourout and telling of the advantages of the new method of packing is just off the press.

New Envelope Sealer.

The Barrow Envelope Sealer is a new device which the makers say will seal 3,000 to 4,000 envelopes per hour, a point of merit which together with a liberal margin of profit, will be read with interest by the trade. Further, it is asserted, that this new machine will seal large or small envelopes irrespective of their contents.

Line Extended

A change has been effected in the production of Dimity Visiting Cards made by Buntin Gillies & Co., which are now supplied in medium weight linen finished board of high grade texture, and color. Being die cut, the edges are perfectly smooth. The new boxing is most attractive with the words "Dimity Visiting Cards" surmounted by the B.G. shield, embossed in gold on a grey background, the cards being boxed in fifties in 'ladies', misses' and gentlemen's sizes.

A New Paste

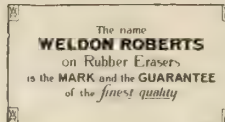
Stickine is a new product of the Diamond Ink Company of Milwaukee. The makers claim that this paste will not harden, or dry up, no water well being required.

WELDON ROBERTS RUBBER ERASERS

W R DOUGH RUBBER—Plastic and Kneadable—Absorbs marks and crumbs.
For cleaning and erasing on pencil and charcoal drawings.

W R PLIABLE RUBBER—Soft Pencil Eraser—Finest erasive quality.
For Artist, Architect, Librarian—Preferred by Accountants and Book-keepers to all others. Made in Pink and White—in various sizes.

ERASERS IN ALL STYLES FOR ALL PURPOSES.



P

WELDON ROBERTS RUBBER CO. OFFICE & WORKS NEWARK, N.J. U.S.A.

JUST OUT: BADGER RING BOOK—MADE IN CANADA



Carried in 2, 3, 5, 6 and 7 Rings

METHOD OF OPERATION

TO OPEN RINGS—Place thumbs on **INSIDE** of levers. A slight **OUTWARD** pressure opens them.
TO CLOSE RINGS—Place thumbs on **OUTSIDE** of levers. A slight **INWARD** pressure closes them.

A—Automatic levers permit the user to open or close the rings without touching them. No pinched fingers or soiled sheets.

B—Flat rings. Leaves don't tear out.

C—"Built-In" pocket. Can't peel or tear from binding.

D—Pocket reinforced with cloth. Won't rip.

E—A one-piece lining extends throughout width of cover and under fixture. The usual two-piece lining is apt to peel

along the inner edges. The one-piece lining cannot peel and is much more slightly.

F—Gold imprint.

G—Highly nickel-finished top plate.

H—This is the ordinary shaped index tab which is apt to tear from the sheet with little wear.

I—This is the **BADGER** index tab. Its different shape and greater surface covering increases its strength and wearing quality.

In the **BADGER RING BOOK** the patented fastenings by which the rings are firmly riveted to the plates makes it impossible for them to work loose.

The manner in which the ring pressure is applied is an entirely exclusive **BADGER** feature. The mechanism is so constructed that a more binding grip is procured than any other make of ring book.

**The Heinn
Company**

R. W. Riddell, Pres.-Treas.



**Walkerville,
Ontario**

W. T. Wood, Secretary.

SHEET MUSIC AND MUSIC BOOKS OF THE BETTER CLASS

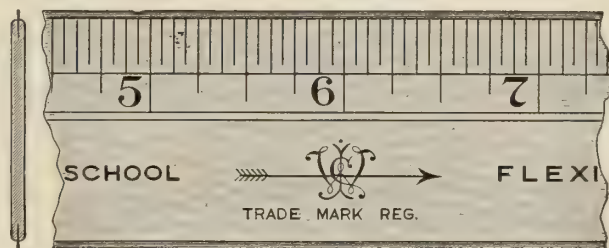
We are sole representatives in Canada of the leading English music publishers and carry a very complete stock of standard publications for educational and general use.

NEW SONGS, PIANO MUSIC, VIOLIN and ORGAN MUSIC, ANTHEMS and CHORUSES in great variety. Liberal discounts to the trade.

ANGLO-CANADIAN MUSIC PUBLISHERS ASSOCIATION, Ltd.

ASHDOWN'S MUSIC STORE

144 Victoria Street, TORONTO



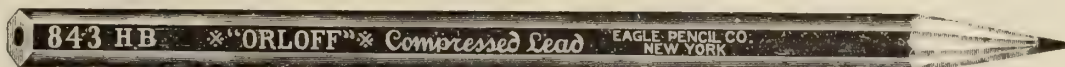
Patented Dec. 7, 1909

*No. 777 1 1/4 in. wide, and only 1-16 in. thick, 12 inches long. Very flexible, double brass edges, ready for use either side up. Sixteenth scale on one side, millimeter scale on the other. You are overlooking a good one if you do not carry our School Flexible.

WESTCOTT-JEWELL CO., SENECA FALLS, N.Y., U.S.A.
RULER MAKERS EXCLUSIVELY

Eagle ORLOFF Pencils

Retail Price 5c. each



Packed One Dozen in Pull-Off Box—Half Gross in a Carton, Hexagon Shape, Yellow Polish, Gilt Stamp. Accurately graded in NINE DEGREES: 2B B HB F H 2H 3H 4H 6H

These pencils contain the purest and best Graphite, and are specially adapted for DRAUGHTSMEN, ARCHITECTS, LITHOGRAPHERS, BOOKKEEPERS and MERCHANTS.

EAGLE PENCIL COMPANY, 377 Broadway, New York

The Unity Tablet introduced by the Copp, Clark Co., is in portfolio style, and contains eighteen sheets of paper and eighteen envelopes. The cover is of an attractive, patriotic design, and it should prove a popular number.

Display Boards.

To show 15c. phonograph records effectively, make a board about four or five feet square, and fill it with these little records, leaving enough space for numbering each record on a piece of white cardboard.

These boards can be set up prominently inside the store or in the window so that the titles on each record may be easily read.

The same display board idea may be utilized for showing various toilet articles or for the many small items in school accessories. A little thought directed toward achieving artistic arrangement and color schemes with other lines of small flat goods will enable the merchant to work out an advantageous new idea in showing goods so as to accelerate sales.

Lingerie Pins.

A new item for the five to twenty-five department is the lingerie pin. These lingerie pins are similar to beauty pins but are slightly larger. Introduce them energetically and watch them move out!

Safety First Corn Knife

A new 25c retail item is called the "Safety First Corn Knife." It comes mounted one dozen on a handsome display card. The dealer should show a card in the window and display another in his store to sell from.

New Ideas in Personal Greeting Cards

Some pleasing new ideas are worked out in the 1915 samples of personal greeting cards put out by Packard Bros., of Montreal, who have been good enough to send some of these new issues to Bookseller and Stationer.

One simple little card is distinctive because of the raised panel with an embossed monogram, otherwise it is merely a card slightly smaller than an ordinary invitation card, bearing a brief holiday greeting and the name and address of the sender.

An attractive Canadian greeting folder has the Canadian ensign on the front together with a spray of maple leaves with the words, "The Maple Leaf Forever" embossed in gold.

An invitation birchbark folder with envelope to match, has an initial in the lower right hand corner and the greeting inside.

Steel die stamping and paneling are strongly featured in many of these new productions and originality is shown also in ideas of folding and in the shapes.

News of the Montreal Book Trade

Regular Correspondent Tells of the Class of Books in Strongest Demand—Prayer Books and Testaments for Soldiers.

MONTREAL, Aug. 30.—The following are considered among the best sellers in war books, and their importance as selling lines is almost in the order in which they are placed. Probably the best is "Ordeal by Battle," by Frederick Scott Oliver, which has created quite a sensation in England. Mr. Oliver will be remembered as the author of that brilliant work, "Alexander Hamilton," an essay on the American Union, now to be had in Nelson's shilling library.

Perhaps the next best seller in war books is "J'Accuse," by A. German, which was first published in Lausanne, Switzerland, about two months ago, in both German and French. It is very anti-German in tone, and it will be noticed that the author in his preface states that he loves his fatherland, and it was just because he loved it that he wrote this book. He gives many facts in connection with the war which are very unpalatable to Germany. It is stated that the German Government tried to suppress the book even in Switzerland.

Among the best sellers is "A General Sketch of the European War, First Phase," by Hillaire Belloc, special mention of which was made in our last issue. Nelson's "History of the War," by John Buchan, which retails for 35c in cloth, is now in its sixth volume, and is increasing in popularity. London Punch has a humorous poem in a recent issue, in which it refers to Hillaire Belloc and John Buchan as the two busy bees. Fifthly, there is "The War Lords," by A. G. Gardiner, of the London Daily News, which is fashioned much on the lines of "Prophets, Priests, and Kings," by the same author. In this work Mr. Gardiner has dealt individually with twenty of the principal actors in the present crisis. Unlike previous books by the same author, the object has not been primarily the elucidation of character, but the relation of character to specific events, and the scope of the treatment, therefore, is enlarged to include those events.

As regards new fiction, this has been a very good month from the point of view of the number of books brought out. From another point of view—the number sold—the past month has not been so good. American tourist traffic has not been so heavy as was expected. The best demand came towards the end

of August, and it should improve from now on, as there are many wealthy Americans staying in Montreal.

"Jaffery," by Locke, continues one of the best sellers. Another which seems to be taking the lead is "The Free-lands," by John Galsworthy. This is one of the newest books. Other new fiction includes "K," by Mary Roberts Rinehart, known as the author of "the Circular Staircase," and other mystery stories, but better known of late as a war correspondent. There are also "Anne of the Island," by L. M. Montgomery, "Athalie," by Robert W. Chambers, and "The Lovable Meddler." There is a continued sale for "Of Human Bondage," by W. M. Somerset Maugham, which was mentioned specially in our last issue.

People seem to have found out the suitability of the cheaper editions like Nelson's 15c and Dent's 30c for camps, and for reading on the street car, as the sale of these editions grows with every summer.

Pocket prayer books and testaments have been in great demand during the past few months for the soldiers, and several English makes bound in khaki color being in special demand. Military books are still good, as quite a number of new regiments have been recruited recently. There has been quite a call this summer for auto blue books, the sale being unusually large. School books have been slightly quieter than usual, although the large number of changes made in this province has helped somewhat. Dealers feel, however, that the discounts are so

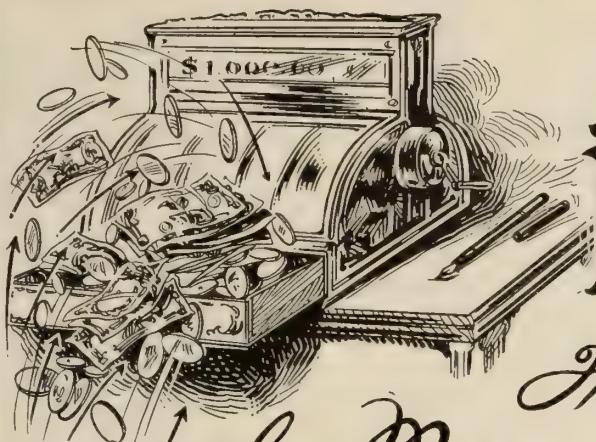


A LETTER OPENER FOR ORDINARY WORK.

The Lightning Letter Opener Company, of Rochester, N.Y., who have for several years been manufacturing an electric letter opener which has been of great service in offices receiving large quantities of mail, have just perfected a smaller hand machine for use in offices receiving but the average amount of mail each day. This smaller machine employs the same principles as the automatic machine. The letters are picked up in handfuls and held against the rubber feed roller, which, when the crank is turned, carries them to revolving knives which cut from the edge of the envelope a thread one one-hundredth of an inch in thickness.



Burford, Ont., Sept. 1.—A new stationery store will be opened on Saturday of this week or the first part of next week by the proprietor of the Burford Advance, in the premises formerly occupied by the library.



MAKE FOUNTAIN PEN PROFITS

WITH
*The Pen with
the Magic Button*

Simple, Satisfactory, Material and
Workmanship absolutely guaranteed

THE "A.A." FOUNTAIN PEN

always ready for service.

DIP IN THE INK, TWIST THE BUTTON,
IT'S FILLED.

There is at least one pen point to suit every customer in each of our assortments of self-fillers, lower-end joint, middle joint, and safety fountain pens. Attractive display cases free. Write to your local jobber or to us for prices and trade discounts on this

PROFITABLE LINE

Arthur A. Waterman & Co.

Established 1895

22 Thames Street . . . New York City

Not connected with the L. E. Waterman Company



Music and Musical Merchandise

Best Selling Music.

A U.S. paper getting reports from 150 stores selling music submits a composite report showing these songs to have been in strongest demand:

I'm On My Way to Dublin Bay.
Goodbye Boys, I'm Through.
My Bird of Paradise.
I'm a Lonesome Melody.
Chinatown.
I Met You Among the Roses.



MUSIC RECEIVED

Crossing the Bar. Words by Tennyson, music by R. Indermour-Roy. London: Joseph Williams, Limited. 25c net.

The Tambourine. Words by Mackay, music by Casa del Sarto. London: Joseph Williams, Limited. 2s. net.

The Maiden With the Daffodil. An idyll for the pianoforte by Arnold Bax. London: Joseph Williams, Limited. 4s.

A Love Song. Romance for the Pianoforte by Felix Swinstead. London: Joseph Williams, Limited. 3s.



A MARCH COMPOSED BY KITCHENER'S ARMY.

Most people will be surprised to hear that there is a song favored by Kitchener's men which is quite as popular on route marches as "Tipperary." It was invented by some bright spirit at the beginning of the war and was an immediate and conspicuous success. The music is an adaptation of "Old King Cole," and the verses run on in much the same method as those of "The House that Jack Built." Here is the first verse and the concluding refrain:—

THE MARCH OF THE "KITCHENER'S."

Old King Cole was a merry old soul,
And a merry old soul was he,
He called for his pipe, and he called for
his bowl,
And he called for his pipers three.

Now every piper had a loud drone,
And a very loud drone had he.
"Ny-a-a-a-a-h!" said the pipers,
"And merry, merry boys are we,
"For there's none so rare as can compare
"With Kitchener's ar-ar-mee."

The final verse runs as follows:—

Now every marshal had a big demand,
A huge demand had he:
"I want a million men," said the marshal;
"The Army's going to the dogs," said the general;
"What's the next word of command?" said the colonel;
"Blanketty. Blanketty, Blank," said the major;
"Can I go on leave for a year?" said the captain;
"I do all the work," said the subaltern;
"Move to the right in fours," said the sergeant;
"Left, right, left, right, left," said the corporal;
"Where's that wet canteen," said the private;
"Ny-a-a-a-a-h!" said the pipers,
"And merry, merry boys are we.
"For there's none so rare as can compare
"With Kitchener's ar-ar-mee."

RECENTLY COPYRIGHTED MUSIC

Juliette-Valse. Par Emile Brault. (Composition Musicale).

She Left Me for a Teddy Bear. Words by Chas. Noel Douglas. Music by Al. H. Wilson.

Yesterday. (Song). Words by Al. Langford. Music by Al. H. Wilson.

Mother Mine. (Song.) Lyric by Chas. Noel Douglas. Music by Al. H. Wilson.

As Years Roll On. (Song). Words by Chas. Horwitz. Music by Al. H. Wilson.

Take Me to Toronto Fair. (Song). By Gordon V. Thompson.

To the Downfall of the Kaiser. By Elizabeth Findlay. (War Song). Elizabeth Findlay.

When the Boys Come Marching Back. Words and music by Harry Brayshaw. Harry Brayshaw, Westboro, Ont., 26th June, 1915.

Hymn of Love. Words by A. W. A. Bartlett, music by Madame Jule Vivian.

For Country and For You. Words by Tom Wilkinson, Jr. Music by A. Livingston Ashton.

Canadian Highlanders. A Scottish Lament. Words by Lillie A. Brooks. Music by Ernest R. Bowles.

I Know He Saves Me. By A. Lorne Lee. (Words and Music.) A. Lorne Lee.

Ave Verum. Choeur à Trois Voix égales. By Blanche Gagnon. (Music.)

Tango Queen. March two-step. By Harry J. Lincoln.

Sounds from the Tropics. Waltzes. By Harry J. Lincoln.

The Canadian Boys. Words and music by Florence Heathcote.

Prepare for Xmas Wallpaper Selling Campaign

Lay Plans Well Ahead — Good Chance to Develop Extra Business That Will Be Highly Profitable.

WHAT are you going to do about Christmas wallpaper business?

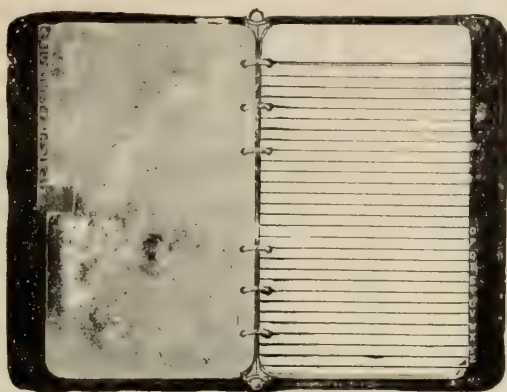
There is a good profitable business to be done as some dealers well know, because of the many dollars they have added to their profits in past years by especially developing this trade.

One of the strong points in favor of devoting special effort to this trade is that these sales will constitute **extra business**. That is, dealers will not simply be anticipating needs that would be filled in the regular course of events

when next year's house renovating activity begins in the spring. Of course, paper bought now would in many cases obviate the necessity for buying wallpaper in the spring, but there is the big consideration that in the case of wallpaper purchased as Christmas gifts for the home, it may be taken for granted that higher grades will be selected than would be the case in the regular spring purchases. The **extra** amount of these sales will be strictly new business that would not otherwise have evolved.

This is a year when many people naturally desire to give useful presents. The wise dealer will seize the opportunity this affords for developing sales of lines like wallpaper yielding a more than ordinary good margin of profit.

Keep wallpaper in the public eye by showing highly attractive patterns in your windows, with showcards setting forth Christmas suggestions. Extend this publicity to your newspaper advertisements and in every way **push** the line.



The Booster Lever
Opens It.

There is no neater, more efficient memorandum book on the market than that shown above. All its rings open at the same time by means of the Booster Lever, whose simple mechanism is illustrated at the left.

STANDARD Memorandum Book

The $\frac{1}{4}$ -inch rings of this book have a very large capacity and yet they are arranged so as to make the complete book narrower than any on the market.

The binding is finest flexible Black Morocco Leather, with black skiver lining and card pocket in the back. Celluloid fly leaves protect the paper—which is light, strong bond, the sheets being ruled in the latest patterns. Packed two covers to a box. Fifty sheets to a filler—ten fillers to a box.

EMPIRE Memo Book

is the same as for Standard Memo Book. A less expensive binding of black flexible Morocco Grained Leather, with black moire artificial leather lining makes the Empire a very moderate-priced but rich-looking book.

For numbers, prices, etc., see class 14, pages 2 to 6 inclusive of Loose Leaf Catalog.

Boorum & Pease Loose Leaf Book Co.

Makers of "STANDARD" LOOSE LEAF DEVICES



HOME OFFICES:
Front Street and Hudson Avenue
BROOKLYN, N.Y.

FACTORIES:
Brooklyn, N.Y. St. Louis, Mo.

SALESROOMS:

109-111 Leonard St., New York. Republic Bldg., Chicago, Ill.
220 Devonshire St., Boston, Mass. 4000 Laclede Ave., St. Louis, Mo.
Canadian Representative: J. G. F. Ansley, 408 Lumsden
Building, Toronto, Canada.

Stocks of our loose leaf lines are now carried by: Copp, Clark
Co., Ltd., Toronto, Canada; McFarlane, Son & Hodgson, Ltd.,
Montreal, Canada.



VENUS PENCILS

Perfect in every "degree"

THE demand for Venus Pencils has enjoyed a steady growth for many years and they are to-day the definite leader among lead pencils.

Because they are the best value for any money.

Because there can be no better lead pencil made than Venus.

Because they give absolute satisfaction wherever used.

Because they are made in 17 varying degrees of hardness to suit every pencil purpose.

Because the continually increasing demand makes them a quick turn-over for the dealers.

Because they are made in America and are guaranteed to give absolute satisfaction, and

Because they give the dealer the most profit of any high-grade pencil made.

The unusual growth in sales of Venus Pencils is due to their quality and the absolute "pencil comfort" they give the user.

A good stationer will prominently display our advertising matter—it is the sign of a quality shop.

*Help us to help you by writing
for further information.*

American Lead Pencil Co.

220 Fifth Avenue, New York
(and Clapton, London, Eng.)

BUYERS' GUIDE



**MADE
IN
CANADA**

ADDING MACHINE ROLLS

More profit for the dealer.
Write us for samples and prices.
MONARCH PAPER CO., Limited
Manufacturers 419 King St. W., Toronto

Your Ad here
would cost you
\$25.00 a year.

LOOSE-LEAF METALS

De Luxe Line Metals are used in every civilized country in the world. We make all kinds. Write for Catalogue No. 32.

WILSON-JONES LOOSE LEAF CO.
CHICAGO NEW YORK

Wycil & Company

85 Fulton Street, New York City

carry a large stock of

German, French, Spanish
and Italian Grammars

of the

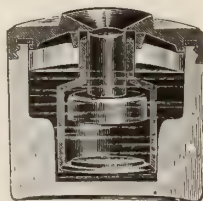
Gaspey-Otto-Sauer Series

Liberal Discounts to the Trade

THEY MAKE MONEY

For the Dealer because they Save Money for the Customer.

Sectional View. Pen, pushing down float in middle, forces fresh ink onto penpoint. Float then closes bottle like a cork. No waste, spill, spatter or blot. Ask for descriptive catalog.



Self-closing Inkstand.

Sengbusch Self-Closing Inkstand Co.
200 Stroh Building, Milwaukee, Wis., U.S.A.

ART SUPPLIES.

Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.

BLOTTING PAPERS.

The Albemarle Paper Co., Richmond, Va.
John Dickinson & Co., Montreal.
Dawson & Sons, W. V., Montreal.

BLANK BOOKS.

Boorum & Pease Co., Brooklyn, N.Y.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.

National Blank Book Co., Holyoke, Mass.
The Copp, Clark Co., Toronto.

CHRISTMAS AND PICTURE POST CARDS.

Dow & Lester, Foresters Hall Place, Clerkenwell Rd., London, E.C.
Birch Bros., 266 King St. W., Toronto.
Menzies & Co., Toronto.
Packard Bros., 329 Craig St. W., Montreal, Que.
Valentine & Sons, Toronto and Montreal.
T. J. Wright & Sons, Ltd., Blackhorse Lane, Walthamstow, London.
Samuel A. C. Todd, 26 Bothwell St., Glasgow, Scotland.
Raphael Tuck & Sons Co., Ltd., 9 St. Antoine Street, Montreal.

CODE BOOKS.

The American Code Co., 83 Nassau St., New York.

CRAYONS.

American Crayon Co., Sandusky, Ohio.
Binney & Smith, New York.

EMBOSSING.

Standard Embossing Co., 36-38 Lombard St., Toronto

ENVELOPES.

Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.

FANCY PAPERS, TISSUES AND BOXES.

Dennison Mfg. Co., Boston.
Menzies & Co., Toronto.
A. R. MacDougall & Co., 266 King St. W., Toronto.

FOUNTAIN PENS.

Arthur A. Waterman Co., Ltd., New York.
Mable, Todd & Co., Toronto.
Sanford & Bennett Co., 51-53 Maiden Lane, New York.
A. R. MacDougall & Co., 266 King St. W., Toronto.
Paul E. Wirt Co., Brown Bros., Ltd., Toronto, Canadian Agents.

INKS, MUCILAGE AND GUMS.

Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Stephens' Inks, Montreal.
S. S. Stafford Co., Toronto.
"Gloy," A. R. MacDougall & Co., 266 King St. W., Toronto.
"Glucine," Menzies & Co., Limited, 439 King St. W., Toronto.

INDELIBLE INK.

Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.
H. C. Stephens, London, Eng.

INKSTANDS.

The Sengbusch Co., Milwaukee.

LEAD AND COPYING PENCILS.

American Pencil Co., New York.
A. R. MacDougall & Co., 266 King St. W., Toronto.

LOOSE LEAF BOOKS, BINDERS AND HOLDERS.

The Brown Bros., Ltd., Toronto.
Boorum & Pease Co., Brooklyn.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Copp, Clark Co., Toronto.
Luckett Loose Leaf, Limited, 215 Victoria St., Toronto.
National Blank Book Co., Holyoke, Mass.
Rockhill & Victor, 22 Cliff St., New York City.
Smith, Davidson & Wright, Ltd., Vancouver.
Warwick Bros. & Witter, Toronto.
Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129, Lafayette St., New York.

THE FAULTLESS LINE OF LOOSE LEAF METALS

Most complete line of Ledger, Sectional Post, Solid Post and other Loose Leaf Metals.

On request to-day our Catalog GC and special proposition.

STATIONERS LOOSE LEAF CO.

342 Broadway - Milwaukee, Wis.
203 Broadway - New York City

HOGGSON TIME STAMPS

Time Every Act, Operation or Transaction



In Successful Daily Use
Since 1889

PRICE:

\$5.00, \$10.00, \$15.00

GUARANTEED

S. H. HOGGSON & CO.

Thames Building
NEW YORK

Standard Commercial Works

**CANADIAN CUSTOMS TARIFF
HAND BOOK.** Enlarged and revised to date.Price, \$1.00

MATTE'S INTEREST TABLES at 4 to 10 per cent.Price, \$3.00

MATTE'S INTEREST TABLES at 3 per cent.Price, \$3.00

HUGHES' INTEREST TABLES and book of days combined, at 3 to 8 per cent.Price, \$5.00

HUGHES' SUPPLEMENTARY INTEREST TABLESPrice, \$2.00

HUGHES' INTEREST TABLES at 6 and 7 per cent., on folded card, Price, \$1.00

HUGHES' SAVINGS BANK INTEREST TABLES, at 3 or 3½ per cent., each on separate card.....Price, \$1.00

BUCHAN'S STERLING EXCHANGE TABLESPrice, \$4.00

BUCHAN'S STERLING EQUIVALENTS AND EXCHANGE TABLES. Price, \$4.00

BUCHAN'S PAR OF EXCHANGE (Canadian) Mounted on card. Price, 35c

THE IMPORTER'S STERLING ADVANCE TABLES. From 5 to 100 per cent. advancePrice, \$2.00

IMPORT COSTS. A new Advance TablePrice, \$1.50

THE IMPORTER'S GUIDE. Advance TablesPrice, 75c.

A complete catalogue of all the above publications sent free upon application.

Morton, Phillips & Co.

PUBLISHERS

115 Notre Dame St. West .'. MONTREAL

N.B.—The BROWN BROS., Ltd., Toronto, carry a full line of our publications.

BUYERS' GUIDE

LEATHER AND FANCY GOODS.

Brown Bros., Ltd., Toronto.
Warwick Bros. & Rutter, Toronto.

MAP PUBLISHERS.

Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

METAL PARTS FOR LOOSE LEAF BINDERS.

Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

NEWS COMPANIES.

Imperial News Co., Montreal, Toronto, Winnipeg.
Toronto News Co.
Montreal News Co.
Winnipeg News Co.

PAPER FASTENERS.

Ideal Specialties Mfg. Corp., 552 Pearl St., New York City.

PAPETERIES AND WRITING PAPERS.

W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Brown Bros., Ltd., Toronto.

STATIONERS' SUNDRIES.

Brown Bros., Ltd., Wholesale Stationers, Toronto.
The Copp, Clark Co., Wholesale Stationers, Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Buntin, Gillies & Co., Hamilton.

STEEL WRITING PENS.

John Heath, 8 St. Bride St., E.C., London, Hinks, Wells & Co., Birmingham, Eng.
Esterbrook Pen Co., Brown Bros., Ltd., Toronto, Canadian Representatives.
A. R. MacDougall & Co., 266 King St. W., Toronto.

TALLY CARDS, DANCE PROGRAMMES,

The Chas H. Elliott Co., North Philadelphia, Pa.
Verdier, Ltd., 18 Christopher St., London, E.C.
Warwick Bros. & Rutter, Toronto.

TYPEWRITER RIBBONS AND CARBONS.

Mittag & Volger, Park Ridge, N.J.
The A. S. Hustwitt Co., Toronto.
J. A. Heale & Co., 96 John St., New York.

WALL PAPERS.

'auntons, Ltd., Toronto.

STANDARD COMMERCIAL PUBLICATIONS.

orton, Phillips & Co., Montreal.

The Copp, Clark Co., Toronto.
Buntin, Gillies & Co., Hamilton.
Eaton, Crane & Pike, Pittsfield, Mass.
A. R. MacDougall & Co., 266 King St. W., Toronto.

PLAYING CARDS.

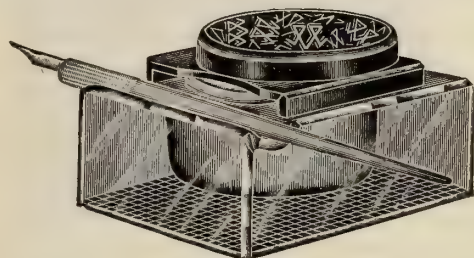
Goodall's English Playing Cards, A. O. Hurst, Scott St., Toronto.
Consolidated Lithographing and Mfg. Co., Ltd., Montreal.
U. S. Playing Card Co., Cincinnati, O.

PICTURE POST CARDS.

Dow & Lester, Foresters Hall Place, Clerkenwell Rd., London, E.C.
Gilbert Post Card Co., 54 W. Lake St., Chicago.
Birn Bros., 266 King St. W., Toronto.
Valentine & Sons Publishing Co., Montreal.
T. J. Wright & Sons, Ltd., Blackhorse Lane, Walthamstow, London.
Raphael Tuck & Sons, Ltd., 9 St. Antoine St., Montreal.
Philip G. Hunt & Co., 332 Balham High Rd., London, Eng.

SHEET MUSIC.

Anglo-Canadian Music Pub. Assn., 144 Victoria St., Toronto.
McKinley Music Co., 1501-15 East Fifty-Fifth St., Chicago.



Paragon Line of **INKSTANDS**, with Slide Covers, in great variety.

Manufactured by

Frank A. Weeks Mfg. Co., 93 John St., New York

Can also be had through any Canadian Jobber

TOY PROFIT

There is good profit in a line of Toys—besides, it attracts the family trade and that is the kind that pays.

Successful toymen keep posted on trade happenings, new articles, new ideas of salesmanship and window dressing, where to buy stock, etc.

"PLAYTHINGS"

each month has all the news of the toy trade. Subscription price **ONE DOLLAR AND FIFTY CENTS** a year postpaid.

Subscribe now and join those who are keeping up-to-date and in the swim.

A sample copy free if requested.

McCREADY PUBLISHING CO., 118 East 28th Street NEW YORK



Made in America by
The Oldest Lead Pencil Factory in America

WHEN we announce that the "Van Dyke" Is the Best pencil we have produced, every stationer knows that it must be one of exceptional merit.

Fifty years of experience, coupled with the best efforts of our chemical laboratory in the conduct of varied and prolonged experiments to provide what is essential in a lead we would call "our best," have resulted in the "Van Dyke."

Absolute smoothness, an unvarying texture and a wear-resisting durability—elements so necessary in the ideal drawing lead, have been developed to an unusual extent, and the "Van Dyke" will more than satisfy the most critical of professional and technical users.

No. 600 "Van Dyke" is Hexagon Shape, Yellow Polish, with lead in the following degrees: 6B, 5B, 4B, 3B, 2B, B, HB, F, H, 2H, 3H, 4H, 5H, 6H, 7H. Quality and Accuracy of Degree of Lead Guaranteed.

We shall be glad to submit samples and interesting prices to the trade upon request.

EBERHARD FABER

NEW YORK

Time and Material
Saver. Weighs
about 4 lbs.
Fully nick-
eled plat-
ed. 100%
fool-
proof.



IDEAL SELF-FEEDING AUTOMATIC PORTABLE EYELETTING MACHINE.

This new machine has a "Trough Magazine" for the reception of Ideal Eyelets formed into strips of (15) fifteen (patented in the United States and foreign countries.) With but one stroke of the handle papers are perforated, eyelets are automatically inserted and made secure, without a miss or a skip. NOT AN EYELET IS LOST. No other portable device as efficient, none so simple or sturdy of construction as the Ideal. A real boon to the busy office.

FREE TRIAL

One only Ideal Automatic Self-Feeding Eyeletting Machine sent to responsible dealers on 30 days' trial. It must meet fullest approval or may be returned for credit. Price and trade discount from sole Mfrs.

IDEAL SPECIALTIES MFG. CORP.

552 PEARL STREET
NEW YORK, U.S.A.

IMPROVED SUPERIOR PAPER FASTENERS

(Improved August, 1914.)

ARE APPROPRIATELY NAMED. THEY ARE SUPERIOR TO ALL OTHERS.

Improved Superior Paper Fasteners have double prongs, two (2) piercing points tend to prevent papers from twisting.

Improved Superior Paper Fasteners have closed prong housings which protect fingers from being lacerated; this is not so with the open sleeve kind.

Recent Improvements (i.e.) deeper double prongs and prong housings and the new chamfered edges, each an added efficiency, have made the Improved Superior Paper Fasteners fit the paper. They are by far the peer of all others.

ACTUAL SIZE



SEE THOSE PRONGS?



TRADE MARK

Fine Inks and Adhesives

FOR THOSE WHO KNOW



Higgins'

Drawing Inks
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board Paste
Liquid Paste
Office Paste
Vegetable Glue, etc.

Are the finest and best Inks and Adhesives

These manufacturers have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

CHAS. M. HIGGINS & CO., Mfrs.

Branches:
Chicago, London



271 Ninth St.
BROOKLYN, N.Y.

The McKinley Edition of Ten-Cent Music

will always hold first place as an Edition of Standard, Classic and Teaching Music.

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the Teacher, Student and the Accomplished Musician.

It has proved itself, to thousands of dealers, to be the best foundation for a sheet music department.

Every copy of The McKinley Edition sold means a profit of over 200% to the dealer.

The McKinley Edition (Revised for our Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a "Trade Bringer" is the catalogues bearing the dealers' imprint which are supplied with both of these Editions. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and
Particulars to-day.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House" in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET

GOLD MEDAL AWARDS! PANAMA-PACIFIC EXPOSITION

Each of the three lines—the Washburne "O.K." Paper Fastener, the Sanitary "O.K." Eraser and the Ries "O.K." Letter Opener has received Medal of Highest Award at the Panama-Pacific International Exposition. This is a strong indorsement, another feather in the cap of these well-known products. Wherever shown, they receive the highest indorsement whether at expositions or in the offices of business men.

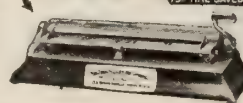


Mr. Dealer: These lines are well-known office necessities not only here but in all foreign countries. We create the demand through persistent advertising and we ask your co-operation in their distribution. The demand will be continuous and your profit liberal and constant.

Keep well stocked with the famous Washburne "O.K." Paper Fasteners in all three sizes, which are in greater demand now than ever before.

Attractive "O.K." display signs, illustrated and descriptive literature for the asking.

The RIES "O.K." LETTER OPENER
THE NEW WAY
75% TIME SAVED



Whether it is the Washburne "O.K.," the Sanitary "O.K." or the Ries "O.K." each sells on its merits. Every sale means a satisfied customer.

Orders received through your jobber or direct. Price Books and electroplates sent on request.



THE O. K. MANUFACTURING CO., SOLE MAKERS, SYRACUSE, N. Y., U.S.A.

Every Stationer in the Dominion Should Sell These Standard Lines



The Fulton Sign and Price Marker

is one of the best "silent salesmen" known. Neat, catchy signs and prices, made with these outfits, when placed in your show window or store, are certain to attract the purchaser. No better sign can be made than that by the Fulton Outline Set, with fill-in gloss ink, in colors.

These outfits made in all sizes, up to four-inch letters.



Fulton Business and Office Printing Outfits

are unequalled for neat and quick printing of notices, price changes, arrival of salesmen, labels, post cards, announcements, stamping of shipping cases, and many other uses.

These outfits are complete in every detail, the type are deep cut, making certain of plain, legible reading at all times. Made in many different sizes.



Fulton Non-Blurring (Wood) Stamp Pads

are made of chemically treated wood, specially adapted to meet the demand for a better inking surface than felt. They are unaffected by the heat of summer, therefore, are extremely desirable at this time. The firm surface, always with just the right quantity of ink, insures a clean, sharp impression. Made in three sizes, all colors.

For complete catalogs, descriptive of the above, as well as the rest of the FULTON line, together with price list, write

THE FULTON SPECIALTY COMPANY

128 FULTON STREET

∴

ELIZABETH, N.J., U.S.A.



LOCAL VIEW POST CARDS ADVERTISING POST CARDS

IN RUNS OF 1000

That's our specialty. As the only Post Card concern in the country devoting its entire effort and attention to one-thousand runs we offer you unusually satisfactory service, prompt delivery and best possible prices. Supplied in Black and White Photogloss and in our rich Autocolor.

Send to-day for samples and prices.
Jobbers wanted everywhere.

GILBERT POST CARD CO.

309 River Street

CHICAGO



Registered

Before buying a fresh stock of pens, get samples and prices of the famous

"Rob Roy" Pen

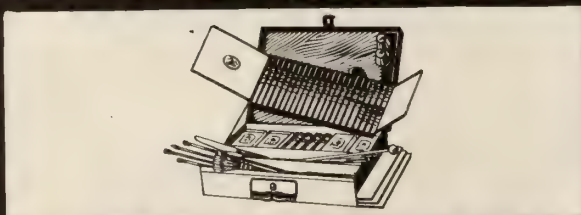
the popular and quick-selling pen.

It is made of fine steel, writes easily and smoothly and suits almost any hand. "Rob Roy" Pens are made in one of the best equipped factories in Birmingham, Eng.—the home of the pen-making industry.

Manufactured by the proprietors:

Hinks, Wells & Co., Birmingham, Eng.

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON CO
ESTD. 1842. MONTREAL.

Carter's Cico The New Liquid Paste

Ready for instant use and remains ready until the last drop. Eliminates water-well and water-mixing. Adjustable brush prevents sticky fingers and seals the jar easily and simply. Cico does not dry or harden.



No. 724. 5-oz. Jar.

A good refill package.

Put up in Spreader Tubes, familiar cones and quart jars.

The Carter's Ink Co.

356 St. Antoine St.

MONTREAL

REAL PHOTO POSTCARDS

Produced from customers' originals. Good prints may be sent (any size) for reproduction.

PRICES: F. O. B. London, Packing free.

	500 each.	1000 each.
Real Photo Glossy Surface (Toned)	9.50	9.00
Real Photo Glossy Surface (Black and White)	9.00	8.50
Real Photo Matte Surface (Black and White)	8.50	8.00
	per thousand.	

Reduced prices for quantities. Samples post free.

TERMS: 2% cash with order, or against B/L. subject to references.

PHILIP G. HUNT & CO.

Head Office and Factory:—

British Real Photo Post Card Works,
332, Balham High Road LONDON, S.W.

Telegrams: Autobrom-Bal, London.
(City Office: 34, Paternoster Row, E.C.)
All communications to Head Office.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word per insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

MISCELLANEOUS.

BOOKS—ALL OUT OF PRINT BOOKS SUPPLIED no matter on what subject. Write us. We can get you any book ever published. Please state wants. When in England call and see our 50,000 rare books. Baker's Great Book shop, 14-16 John Bright Street, Birmingham, England.

PAYSON'S INDELIBLE INK. TRADE SUPPLIED by all Leading Wholesale Drug Houses in the Dominion. Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.

ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
154 Toronto St. 52 Can. Life Bldg.
Toronto Montreal

CARBON PAPERS AND TYPEWRITER RIBBONS

Manufacturers of the highest quality.

It will pay you to give your customers the best.

J. A. HEALE & CO.

96 JOHN STREET NEW YORK



THE SELCHOW TALKING MACHINE AND THE ALRIGHT DOG PLAYING AND SINGING, "IT'S A LONG, LONG WAY TO TIPPERARY"

Price \$1.50

SOLD BY

SELCHOW & RIGHTER
620 Broadway New York

Please mention this paper when answering advertisements.

The H.M. STORMS CO.
OF NEW YORK

Sole Makers of

Whitedge Efficiency Carbon Paper

Sell it to Canadian dealers through their Canadian distributors

THE A. S. HUSTWITT CO.
44 Adelaide Street West, Toronto

A post card to them will bring you **Free Samples to PROVE Quality.**

HOTEL DIRECTORY.

HALIFAX HOTEL
HALIFAX, N.S.



PARCHEESI

1 doz. to 6 doz. - - \$5.50 per doz.
6 doz. or over - - - \$5.00 per doz.

MANUFACTURED BY

SELCHOW AND RIGHTER CO. - - 620 Broadway, New York

TICKET and CONDUCTOR PUNCHES

THE BEST MADE

THE FRED J. MEYERS MFG. CO., Hamilton, Ohio, U.S.A.

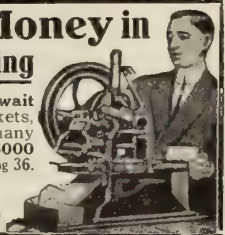


When answering an advertisement in this paper tell the advertiser where you saw it.

There is Big Money in Automatic Card Printing

The Automatic prints while you wait Business and Calling Cards, Tickets, Invitations Announcements & many others. Prints 100 per minute, 6000 per hour. Write today for our free catalog 36.

S. B. FEUERSTEIN & CO.
542 W. Jackson Blvd., CHICAGO



STURDY leads that retain their points; straight-grained cedar that cuts almost without resistance and soft red erasive rubbers that do not leave a smudge, are some of the things that help to maintain the sale and popularity of

DIXON'S CABINET PENCILS

You need a DIXON catalog. Write for No. 88-J before you send away that next order.

Made in Jersey City, N.J., by the

JOSEPH DIXON CRUCIBLE COMPANY

Established 1827.

LOOK AT THE AUTHORS' NAMES

They will tell their own stories as to the good-selling qualities of the books named below, which are only a few of the splendid representation on our really big Fall List.

FRANCES HODGSON BURNETT

The Lost Prince - - - - - \$1.35

ARNOLD BENNETT

These Twain - - - - - 1.25

GEORGE BARR McCUTCHEON

Mr. Bingle - - - - - 1.25

KATE DOUGLAS WIGGIN

Penelope's Postscripts, net - - - - - 1.00

BERTA RUCK (Mrs. Oliver Onions), author of "His Official Fiancee"

The Courtship of Rosamond Fayre - - - - - 1.25

KATHLEEN NORRIS

The Story of Julia Page - - - - - 1.35

AMELIA E. BARR

The Measure of a Man - - - - - 1.25

SAMUEL HOPKINS ADAMS (Author "The Clarion")

Little Miss Grouch - - - - - 1.00

FRANCES R. SHERRETT (Author "The Jam Girl")

Up the Road with Sally - - - - - 1.25

H. A. CODY

If Any Man Sin - - - - - 1.25

THE AUTHOR OF THE DOP DOCTOR

Dragon's Teeth - - - - - 1.25

BARONESS ORCZY

A Bride of the Plains - - - - - 1.25

OWEN JOHNSON

Making Money - - - - - 1.25

Our travellers report things are looking up splendidly in the book business and that the fall business is going to be much better than was expected. Are you ready to meet the good buying which is coming?

WILLIAM BRIGGS, Publisher, Queen and John Streets, Toronto

IMPERIAL YEAR BOOK

2nd Year

FOR CANADA, 1915-1916

2nd Year

The most compact and comprehensive work of reference ever published in the Dominion, and the first to deal with Canada and the Empire in one volume.

THE WAR AND CANADIAN TRADE.

The possibilities for Canadian Commerce arising from the stoppage of Germany's enormous exports to the British Empire are shown in a special series of tables, with breezy introductions. This feature alone makes the book invaluable to the citizens of Canada at the present time.

THE IMPERIAL YEAR BOOK is a big seller because it is full of information the people need. You can place a copy with every Public, Professional and Business man, and with every Library and Educational Institution in your district. **Order to-day.**

664 pages

\$1.50

Cloth Gilt

MCCLELLAND, GOODCHILD & STEWART, Limited, 266-268 King St. West, Toronto

Winning the Buyer's Favor

The best possible buyer is not made an actual buyer at a single step.

It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising.

Under ordinary conditions it should not be expected to do more.

HOLD THE LINE



(Registered)

Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

Supplied by all the leading wholesale houses in Toronto and Montreal.

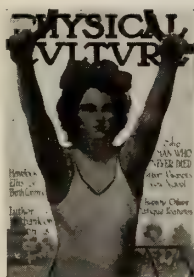
London (Eng.)
Export Agency,
8 St. Bride St.,
LONDON, E.C.



After showing a box it is hardly necessary to ask a customer to buy because the invitation to purchase is in every box of

Crane's Linen Lawn

Eaton, Crane & Pike Co.
Pittsfield, Massachusetts
Toronto Office: 266-268 King St. W.



PHYSICAL CULTURE

The Leading Publication of its kind.

Edited by John Brennan.
On sale the 21st of each month from your News Company. Fully returnable within 60 days. Give it a display. Call your customers' attention to it and they will not want to be without it.

Advertising matter furnished on request.
PUBLISHED BY

PHYSICAL CULTURE PUBLISHING CO.
FLAT IRON BUILDING NEW YORK

Don't Neglect Any Opportunity To Make Money

Are you selling Blank Books? With a little attention this line will develop into a good, profitable department.

There are people who will buy from you as soon as they see the goods, providing you have the right line.

We have Blank Books of required quality for every purpose.

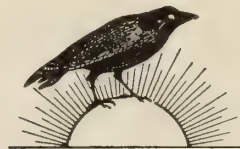
Special systems of accounting for Doctors and Dentists.

A system for every trade or profession, or we can make special books to suit special requirements.

The prices of our goods are moderate and allow you to make a good profit.

Do you begin to realize that there is an opportunity here?

Write us for further particulars.



W.V. Dawson LIMITED

Montreal Toronto Winnipeg

The Publisher's Page

By F.I.W.

TO RETAILERS:

¶ Next issue will be the Annual Fall Sales Number of Bookseller & Stationer and we are going to provide a rich fund of editorial contents.

¶ In addition to books and stationery proper, special attention will be paid to toys, dolls, games, fancy goods, leather goods, novelties, Christmas greeting cards, postcards, pictures and calendars.

¶ Sales methods designed to help the dealers to make the most of Fall and Holiday trade will be a feature of this big number.

¶ A most important feature will be special announcements in the advertising pages by leading Canadian, British and United States manufacturers and wholesalers.

TO ADVERTISERS:

¶ Advertising copy for this big issue should be in hand by September 20th.

1 page, \$35. ½ page, \$20. ¼ page, \$12. ⅛ page, \$8

BOOKSELLER & STATIONER

143-153 UNIVERSITY AVENUE, TORONTO, CANADA



Quality that

Doubles Sales

Quality that holds trade is worthy of notice; quality that brings new custom is a valuable asset; but quality that can hold the old and get the new, that can double your usual sales, is a quality indispensable to your fullest success.

M. & V. RIBBONS AND CARBONS

have the reputation in almost every community, not only of moving quickly, producing speedy turnovers, but making two sales grow where only one sale appeared before.

The M. & V. Line possesses that indispensable quality that makes extensive, growing sales a certainty.

Attractive advertising helps and displays supplied on request. Write to-day for particulars and discounts.

MITTAG & VOLGER, Inc.

Principal Office and Factories, PARK RIDGE, N.J., U.S.A.

BRANCHES: New York, N.Y., 261 Broadway. Chicago, Ill., 205 W. Monroe St. London, 7 and 8 Dyers Bldg., Holborn, E.C.
AGENCIES—In every part of the world: in every city of prominence.

NATIONAL

LINE



A Summer Specialty

OUR Photo Albums contain 25 and 50 leaves of black photo paper. They are made in various sizes, with stiff backs hinged to open straight back. The binding is of full black cloth, with gilt side stamp.

You can sell these books during August—or any other time of the year. Retail for 35c to \$1.65.

Send for the National Catalogs.

NATIONAL BLANK BOOK CO.
HOLYOKE, MASS., U.S.A.

Stafford's Inks

**Mucilages and Paste
are Made in Canada**

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

BOOKSELLER AND STATIONER

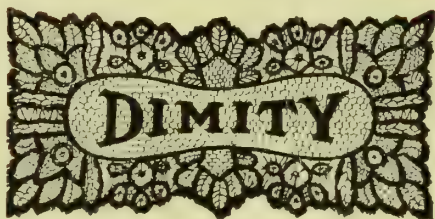


**You Would Fight
For This Flag!**

**Will You Buy
For It?**

Every dealer can "do his bit" by selling goods *Made in Canada*. Keep Canadian factories and Canadian workmen busy.

Made in Canada



The Leader in Society Stationery

Stocked in all the popular sizes and styles.



**DUTCH
FABRIK**

The Popular Medium-Priced Paper

It is not too early to order your Fall supply of

**Inks and Mucilage, Etc. Playing Cards, Tally Cards
'Crepe Paper, Napkins, Colored Tissue, Etc.**

A Union Jack should be in every home. Are you getting your share of this business?

We can supply serviceable, fast-color, wool bunting Union Jacks in all sizes.

Write for printed price list.

Buntin, Gillies & Co., Limited
Hamilton, Canada

31st ANNUAL FALL SALES NUMBER

BOOKSELLER & STATIONER

AND

OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty years the recognized authority for those interests.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 143-153 University Ave. WINNIPEG, 34 Royal Bank Bldg. LONDON, ENG., 88 Fleet St., E.C.

VOL. XXXI.

PUBLICATION OFFICE: TORONTO, OCTOBER, 1915

No. 10

AUTOPEN ready to fill



A Good Pen To Sell Men

Here, Mr. Dealer, is a pen you can sell to lawyers, doctors, clergymen, authors, salesmen and book-keepers—because it suits men to a “tee.” It is strong, simple, durable, dependable—and costs less than any other high-grade pen—the

Sanford & Bennett AUTOPEN

is the first choice of many men. It writes so readily, refills so easily—can’t leak and won’t get out of order from usage. It is a man’s pen that does a man’s work.

For your men’s trade it is a quick seller and good profit maker.

Write us for prices and discounts on S & B Autopens and S & B Commercial Safety Pens.

Sanford & Bennett Co.

51-53 MAIDEN LANE

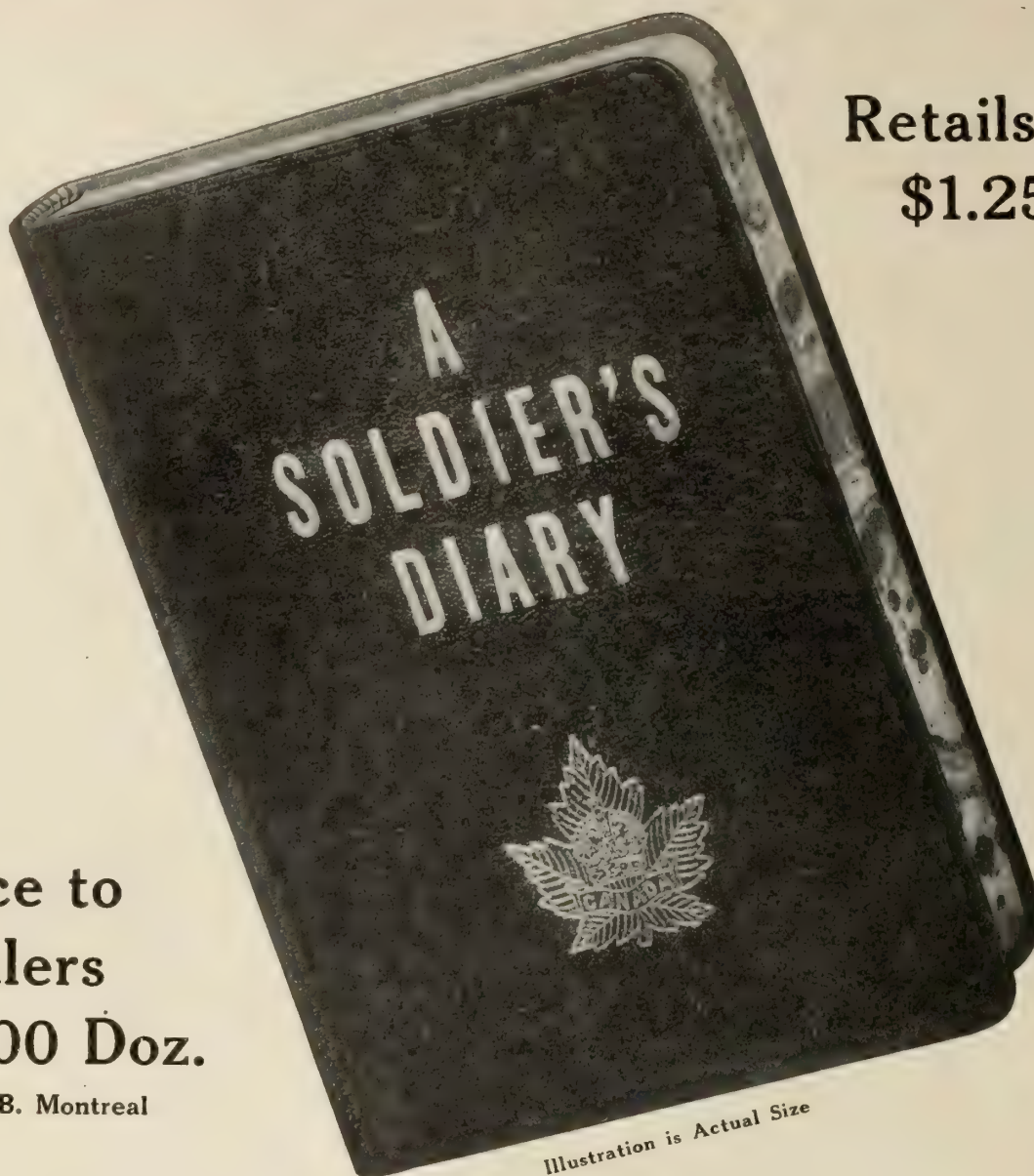
--

NEW YORK

W. E. COUTTS, Canadian Sales Agent, 266 King St. West, Toronto



AUTOPEN ready to write



**Retails at
\$1.25**

**Price to
Dealers
\$9.00 Doz.**

F.O.B. Montreal

Illustration is Actual Size

For the Boys in the Trenches

Those with relatives and friends at the front only have a very limited choice of gifts to send to the trenches. Here is something that will quickly appeal to them.

Printed on Good Paper—a page for each day. Strongly bound in limp leather (Maroon, Dark Green or Dark Blue). Just the thing for a Christ-

mas remembrance to the soldier friend and will prove an invaluable record in years to come.

Each Diary is packed in a separate carton with address label ready for mailing. The cost for postage to France is four cents.

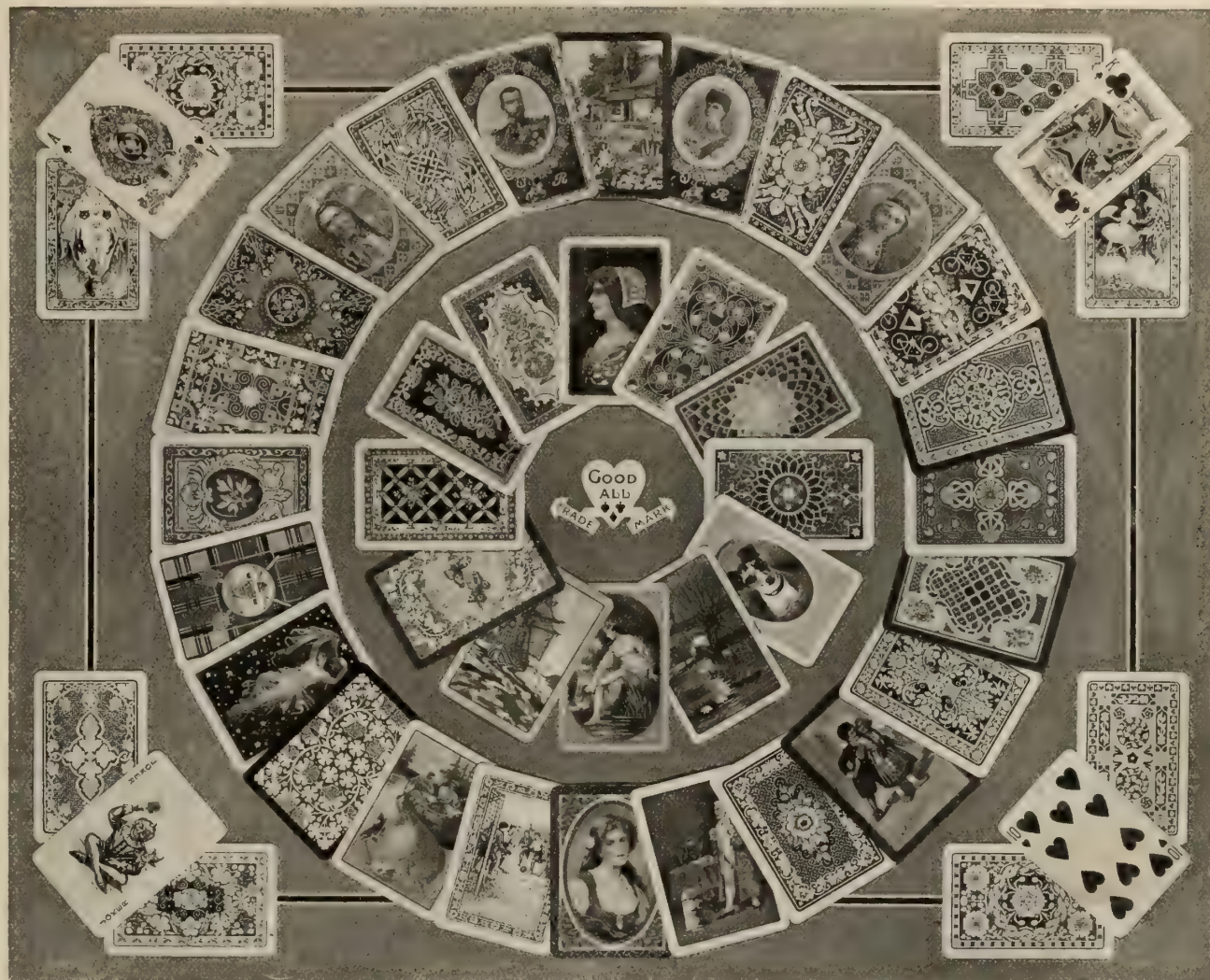
The size is such that the diary just fits the pocket of the soldier's tunic.

Order Now for Xmas Trade The Demand will be Great.

THE FEDERATED PRESS, LIMITED

11 CATHEDRAL STREET

MONTREAL, QUE.



BUY GOODS MADE IN THE EMPIRE

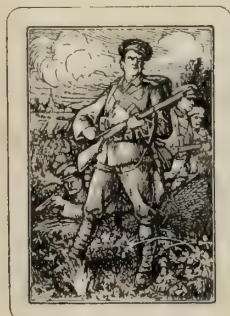
A Few of the Quick
Sellers in
GOODALL'S
ENGLISH PLAYING
CARDS



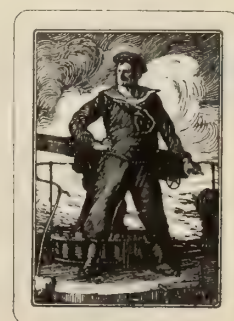
For King and Country



For Honour



The Army



The Navy

IMPERIAL CLUBS
SOCIETYS

COLONIALS
SALONS

ORDER FROM YOUR JOBBER

WRITE

AUBREY O. HURST

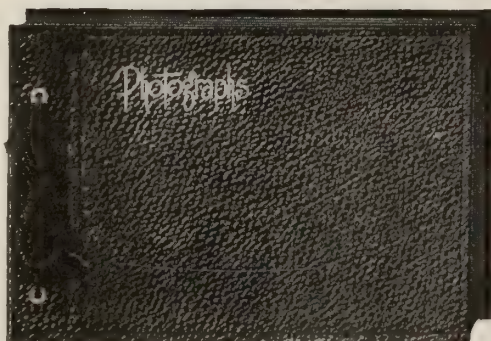
32 Front Street West

Toronto, Ontario

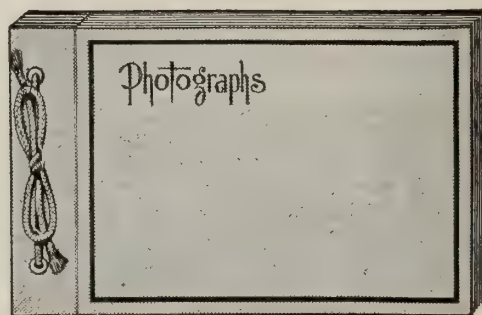
MADE IN CANADA

A First-Class Staple Line

THE "SIMCOE" PHOTO ALBUM



Seal Grained Leather



Full Cloth

We offer to the Trade a line of LOOSE LEAF PHOTO ALBUMS (Made in Canada), which is a good selling staple line for Fall and Holiday Trade. They are made Semi-Flexible Covers, with 50 leaves, with Metal Telescopic Tubes, which allow for expansion to almost double for additional leaves.

PRICE TO THE TRADE

	Size	5½ x 7	7 x 10	8 x 10	10 x 12	11 x 14
Seal Grained Leather -90	\$1.10	\$1.25	\$1.75	\$2.25
Walrus Grained Leather -90	1.10	1.25	1.75	2.25
Imitation Leather, Seal Grain -		.65	.80	.95	1.25	1.60
Full Black Cloth -50	.60	.70	1.00	1.35

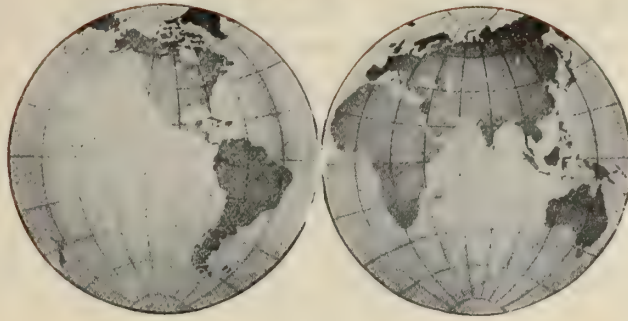
Complete stock, all sized leaves to replenish covers. Special discount for quantities.

BROWN BROS., LIMITED, MANUFACTURERS, STATIONERS

PREMIUM ACCOUNT BOOKS, SCRAP BOOKS, LOOSE
LEAF LEDGERS and BINDERS, MEMO BOOKS,
OFFICE AND POCKET DIARIES (50th Year of Publication)

Simcoe, Pearl and Adelaide Streets - - - TORONTO, CANADA

70 Years Established in Toronto



—the seed of re-orders

is not fertilized and watered into live business by dissatisfaction. When you sell a blotter that fails in its duty of drying surplus ink as readily as it should, then you are killing the seed of re-orders or continued business. Stock and push

“World” Blotting

and the repeat orders will come and come steadily. World Blotting is a plain, soft-finished paper made of the best quality cotton rags, which ensure the best absorbency possible to produce. In fact it is an electric absorber, quick as lightning, made in 19 shades, mostly deeper or brighter colors, some tints.

We also make

“DIRECTOIRE,”

HOLLYWOOD.”

“VIENNA MOIRE,”

“RELIANCE,”

“ALBEMARLE HALF TONE”

and

“ALBEMARLE ENAMELED”

(The perfect printing surface)

BLOTTINGS.

Qualities in each case are up to the high Albemarle standard. Samples and prices on request.

THE
Albemarle Paper Mfg. Company

Makers of Blottings Exclusively

RICHMOND, VA., U.S.A.

THE BROWN BROS., LIMITED, Agents, TORONTO, CAN.

WHAT THE PUBLIC WANTS

A reference library on Canada and the Empire, condensed into one volume, at a price within the reach of all.

Imperial Year Book for

Canada 1915-16

**Second
Edition**

**Second
Edition**

Attractively bound. Clearly printed. Copiously indexed.

664 pages

\$1.50

Cloth gilt

You can place a copy with every public and professional man, every financier, merchant and manufacturer, every library and educational institution, in your district.

CANADIAN TRADE AND THE WAR

Many books increase our knowledge of the fighting aspects of the War—the men, the methods, the area of conflict. This book deals with a peaceful aspect of the War that appeals to every citizen of the Dominion—Canada's commercial opportunity.

McCLELLAND, GOODCHILD & STEWART, LIMITED

266-268 KING STREET WEST, TORONTO

"50-50"

You pay us \$8.00 for a cabinet of Tally Cards, containing 1000 assorted "Auction," "Bridge Whist," "500" and Tally, and you sell it for \$16.00.

We cleared the first edition of these in two weeks. Second lot ready October 15th. Shall we send you one?

Patriotic Xmas cards to sell at 5, 10, 15 and 25 cents—cost you \$3.60 gross, \$7.20 gross, \$10.80 gross and \$15.00 gross. Order while we have the full assortment.

Please look up your stock of Seccotine — Blotting Paper — Sealing Wax (Staple and Fancy Perfumed)—Dean's Rag Books — Thumb Tacks and Eyelet Punches—Xmas Tags and Seals—Birthday Cards—Patriotic Postcards—Local View Postcards.

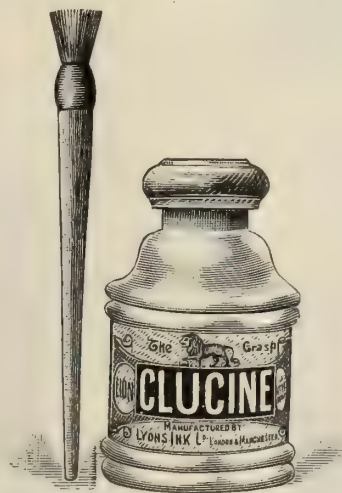
Have you ordered your winter stock of **GLUCINE?**

Mr. Stationer—We take it for granted that you have had complaints from customers about ordinary mucilage being unsanitary, also that the water well feature about paste is not only unhealthy but that paste is slow—and owing to its tendency to dry up or be affected by climate—is expensive.

GLUCINE—Doesn't dry up—it has no odor—is always ready for use—is economical.

Won't you try an order of it? Your money back if it is not all we claim for it.

Your jobber can supply it if you don't wish to order direct.



SOLD IN

2½ oz. 10-cent size
5 oz. 25-cent size
10 oz. 50-cent size
30 oz. 90-cent size

Fully Guaranteed.

100% Profit to
Trade in Gross Lots.

Made by LYONS INK LIMITED, Manchester, Eng.

WE ARE SOLE CANADIAN AGENTS

MENZIES & COMPANY, LIMITED

439 KING STREET WEST (Cor. Spadina Avenue), TORONTO, ONTARIO



15, St. Bride Street, LONDON.



66-67, Shoe Lane, LONDON.



10, St. Bride Street, LONDON.



William Street, PERTH (W.A.).



Cuba Street, WELLINGTON.



Queen Street, MELBOURNE.



Queen Street, BRISBANE.



Pitt Street, SYDNEY.

JUST WHAT YOU WANT TO

Celebrate the Allies' Victories and Christmas

FIRELESS TORPEDO CANE

SAFE AND SURE

No Powder

No Explosives

No Caps

Display these in your windows. Big demand
and profit. All dealers should push this
item. Sells at 10c.

"ARTSTEEL" DOLL FURNITURE



A 10c. Novelty Made of Cold Rolled Steel
Finished in White or Ebony Enamel



If Your Jobber Cannot Supply You, Write for
Complete Catalog to

M. E. HARKER

Sales Director

141-145 W. Austin Ave. . . CHICAGO



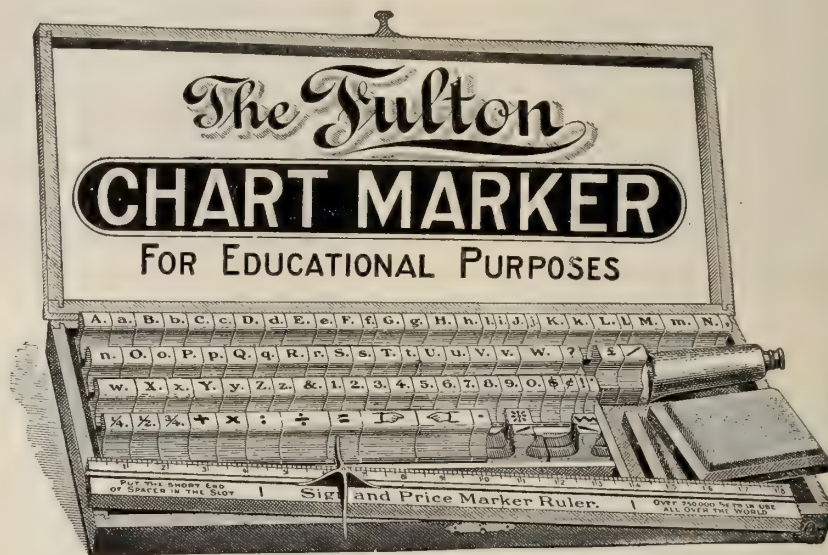
An Assistant for the Educator THE FULTON CHART MARKER

Educators are finding that the Fulton Chart Marker is a great help in their work. Those who are using it admit its advantages, and those who are not will soon realize that it does away with many of the disagreeable features of the old chalk and black-board system.

Records made with the Fulton Chart Marker become permanent records, and they can be saved and re-used time and time again, thus eliminating a great deal of work on the part of the teacher.

Next the Fulton Chart Marker does away with the uncleanness of chalk. In the school room where chalk is used, the air is constantly full of white chalk dust, which is most unhealthy for young lungs.

Fulton Chart Markers are of special assistance in language lessons, mathematic lessons, in fact any use where blackboards were formerly used. They should be carried by every up-to-date progressive stationer and bookseller, as part of his regular stock, the same as he carries arithmetics, geographies or histories.



ILLUSTRATING SET NO. 120

This Fulton Chart Marker set contains the following:—Two complete alphabets, capitals and small letters; one set of figures with three fractions; right and left indexes; ornaments, and six geometrical signs as shown above. A pair of ink pads, ink and ruler also go with set, all being packed in a strong wood box with metal hinges and catches.

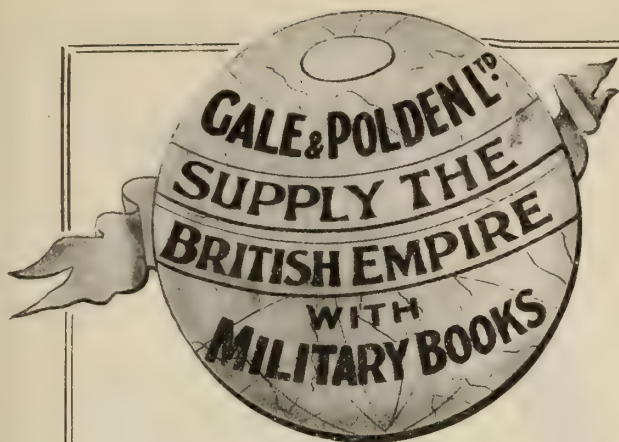
To the bookseller and stationer:

Send us an order for three (3) of our Chart Markers. They will be the beginning of a new profitable line for you. Include in your order one No. 20, one No. 23, and one No. 25.

They will give you a fair representing stock of chart markers to start on.

FULTON SPECIALITY CO.

128 FULTON STREET ∴ ELIZABETH, N.J., U.S.A.



GALE & POLDEN'S DRILL and TEXT BOOKS

Are the recognized STANDARD WORKS in all branches of the Army and required by MILITARY MEN of ALL RANKS.

GALE & POLDEN'S
MILITARY BOOKS
are in
DEMAND

THE G. & P. STANDARD MILITARY HANDBOOKS

COVER EVERY SUBJECT

DRILL—TRAINING—MUSKETRY—GUNNERY
MILITARY SKETCHING—MAP READING
TACTICS—DISCIPLINE—MEDICAL, Etc., Etc.

GALE & POLDEN'S
MILITARY BOOKS
are in
DEMAND

Cable your instructions—our Expert Selection for £5, £10 or £20—all sellers

The Largest Military Publishers in the British Empire 2 AMEN CORNER
LONDON, E.C.

A SELECTION FROM THE GUNDY LIST

THE LITTLE ILIAD - - - - \$1.35

By Maurice Hewlett.

"Splendid phraseology, a semi-modern romance by the greatest of English romancers."

MOONBEAMS FROM THE LARGER LUNACY \$1.25

By Professor Stephen Leacock.

"Stephen Leacock has no axe to grind, and he therefore laughs with us instead of at us."

THE GENIUS - - - - \$1.50

By Theodore Dreiser.

"Mr. Dreiser has been hailed by the British Reviewers as the greatest living American Novelist."

SHADOW OF FLAMES - - - - \$1.35

By Amelie Rives.

"A reader of the Magazine writes: 'Won't you find us a sequel of "Shadow of Flames" and start just where you have left off? We cannot bear to give your characters up just yet. We really must have the beautiful love-story completed.'"

OF HUMAN BONDAGE - - - - \$1.50

By W. Somerset Maugham.

"A story that is so big, that not to know about it is to argue oneself as ignorant of contemporary fiction as though one had never heard of Wells or Bennett."

OFF SANDY HOOK - - - - \$1.25

By Richard Dehan, author of "The Dop Doctor."

"As admirable in quality as anything the author has yet done."

THE GLORY AND THE DREAM - - - - \$1.25

By Anna Preston.

"The author of 'The Record of a Silent Life' has given us another delightful book to laugh with, to cry with, to read and read again."

THE PEARL FISHERS - - - - \$1.30

By H. De Vere Stacpoole.

"An adventure story by the author of that wonderful romance, 'The Blue Lagoon.'"

S. B. GUNDY, 25 Richmond St. West, TORONTO

PUBLISHER IN CANADA FOR HUMPHREY MILFORD

If It Is Blank Books Write Us

It doesn't make any difference what kind of blank books you may require—we have them all, or if it is a special design we can make it up to order.

We specialize in these goods and can supply first-class quality at lowest prices.

Here are a few of the lines that we carry in stock:

Grocers' and Butchers' Pass Books
Counter Books
Pocket Ledgers
Journals
Ledgers
Cash books
Minute Books
Docket Books
Cargo Books
Index Books
Bill Books
Time Books
Transit Level and Field Books
Reporters' Note Books
Books of Notes
Books of Drafts
Books of Receipts
Parcel Receipt Books
Order Books
Columnar Books
Trial Balance Books

Write for Descriptive Catalog.



W. V. Dawson
LIMITED
Montreal Toronto Winnip^eg

VENUS PENCILS

*The
PERFECT
PENCIL*



Every architect, draftsman, engineer or surveyor in your territory is a logical customer for **Venus Pencils**. If they are not using **Venus Pencils** now, it is because they have not been fully informed as to the good points of these pencils. The uniformity and toughness of the lead in each grade—the evenness of the grain of the wood—the ease with which a **Venus Pencil** can be sharpened and kept sharp—that it outlasts a half dozen ordinary pencils—these are only a few of the talking points you should use in educating your customer to ask for **Venus Pencils**, "By the Box."

VELVET PENCILS



Every concern that employs an office man, accountant or clerk ought to be a user of **Velvet Pencils** for all general office work.

Velvet Pencils are economical because the smoothness of the lead and the even fibre of the wood make it unnecessary to sharpen them as often as is the case with other pencils.

Velvet Pencils (selling for 5c each) will outlast two ordinary pencils. They can be sharpened accurately, will keep their points, wear down to the last inch, and are each equipped with a Velvet Rubber Tip.

Milo Rubber Bands

Are made of the very finest Para Rubber in assorted sizes, and are unconditionally guaranteed for five years.

Are sold by the pound— $\frac{1}{2}$ pound, $\frac{1}{4}$ pound and ounce packings.

Venus Eraser

Our latest product. Pliable and soft. Indispensable for all pencil purposes. Superior to all others for cleaning drawings and engravings. Made in gray to avoid any discolorment of paper, so often found with colored erasers.

Your Correspondence Is Solicited.

American Lead Pencil Co.

220 Fifth Avenue, New York
(and Clapton, London, Eng.)

SELL KEYSTONE PENCILS

Fine for office
use or drawing

Hexagon Shaped
Green Enamelled
Gold Lettered

HB	F	H	2H	3H
4H	6H	B	2B	3B

Wholesale Distributors

SMITH, DAVIDSON & WRIGHT
LIMITED
Manufacturing Stationers and Paper Dealers
VANCOUVER and VICTORIA, B.C.

One Reason It's Easier to Sell Esterbrook Pens

Few PERSONS come into your store who do not read at least one or more of the magazines in which Esterbrook Pens are constantly advertised.

That is one big reason it is so much easier to sell Esterbrook Pens; for we have sold the customer before he comes into your store.

All YOU have to do is see that he gets the shape and point that suits him best.

Do you remember ever having to tell a customer that Esterbrook Pens were "all right"?

ANOTHER REASON

Even more important than this Esterbrook advertising, the greatest reason it is easier and more profitable to sell Esterbrook Pens is—that Esterbrook quality turns every FIRST sale

into an endless chain of REPEAT ORDERS.

You can take on most any line of pens and sell them ONCE, but Esterbrook quality and Esterbrook advertising KEEP ESTERBROOK CUSTOMERS SOLD FOREVER.

For these reasons, and because the complete Esterbrook line offers every needed shape and point that is offered in all other lines put together, more dealers every year realize the advantages and economy of concentrating on it alone. Are you giving the Esterbrook Pens the prominence in your store that you should? Ask us for any information you need, and tell us how we can serve you still more.

Esterbrook Steel Pen Co., 18-70 Cooper St., Camden, N.J.

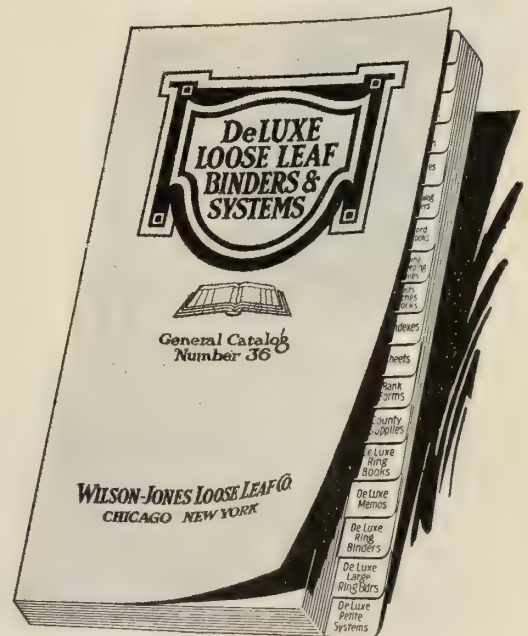


—have you received this
new catalog?

Effective Sept. 15th, 1915

DeLuxe Fine

It's the best General Catalog
we ever issued. Be sure to
get your copy.



WILSON-JONES LOOSE LEAF CO.

3021-3031 Carroll Ave., Chicago, Ill.

129-135 Lafayette St., New York City

The Promise

A Tale of the Great Northwest and of a Man Who Kept His Word.

By JAMES B. HENDRYX

12°. *Picture Wrapper*

\$1.35

A tale of a strong man's regeneration—of the transformation of "Broadway Bill" Carmody, millionaire's son, rounder and sport, whose drunken sprees have finally overtaxed the patience of his father and the girl, into a Man, clear-eyed and clean-lived.

After the opening scenes in New York, we have a vivid narrative of the lumber-camps of the Northwest, and of the making good of the "Man Who Could Not Die."

Mid-Summer Magic

By WALTER BAMFYLDE

Author of "The Uplands," etc.

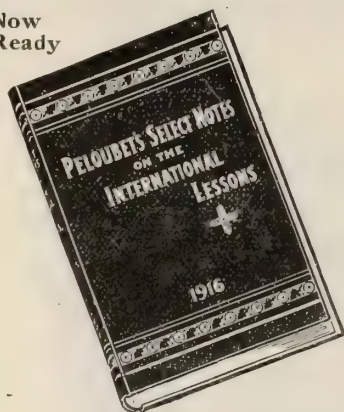
12°. *Color Frontis.*

\$1.35

An elemental story laid in the Cotswold Hills—a story full of deep-lodged passion, jealousy, fear, love, hate—with a robust fight in it and a predominant love. A story with a gypsy-born hero and a heroine of queenly beauty. A red-blooded story redolent of the hills, fields, soil, and e'en the village ale bench.

G. P. PUTNAM'S SONS, 2 West 45th St., New York

Now
Ready



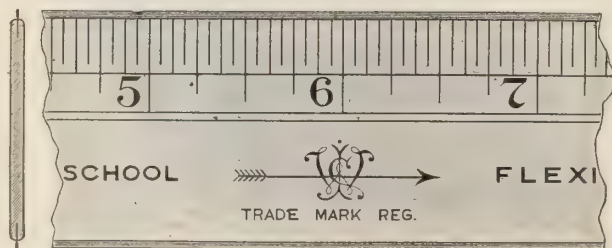
BUSY TEACHERS FOR OVER FORTY YEARS

have found that Peloubet's Select Notes gave them in a few minutes just what they needed in order to interest boys and girls in the Sunday School lesson, and thus make the lesson hour one of both pleasure and instruction. It contains the best and latest illustrations and explanations of the subject-matter, presented in a concise and effective manner, thus giving to the teacher the power to impart the truths in an interesting and forceful way.

SEND FOR FREE SAMPLE PAGES

and note how clearly yet concisely the scripture text is explained and illustrated. Cloth, 384 pages, \$1.00 net, postpaid \$1.15.

W. A. WILDE CO., BOSTON, MASS.
CHICAGO, ILL.

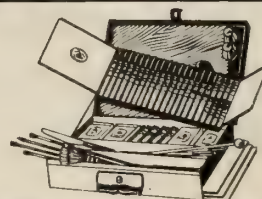


Patented Dec 7, 1909

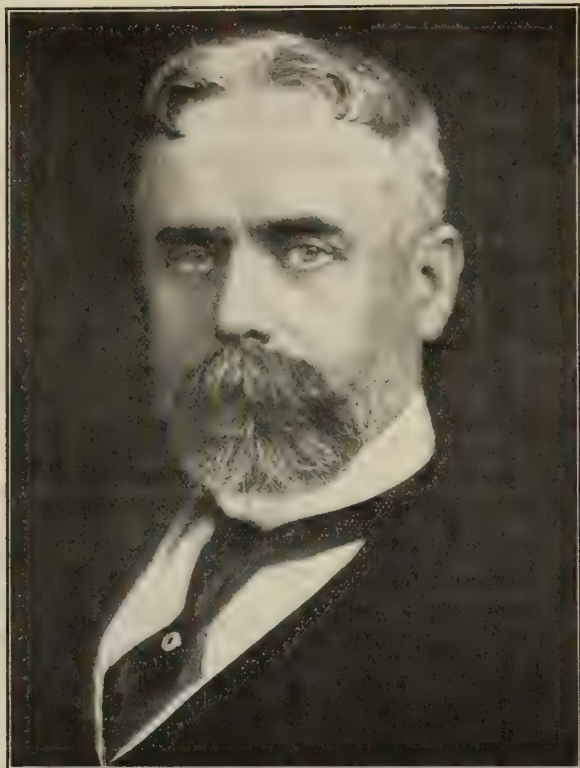
*No. 777 1 1/4 in. wide, and only 1-16 in. thick, 12 inches long. Very flexible, double brass edges, ready for use either side up. Sixteenth scale on one side, millimeter scale on the other. You are overlooking a good one if you do not carry our School Flexible.

WESTCOTT-JEWELL CO., SENECA FALLS, N.Y., U.S.A.
RULER MAKERS EXCLUSIVELY

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng
A. RAMSAY & SON CO
ESTD. 1842. MONTREAL.



SIR GILBERT PARKER, BART.

3 New Leaders in Non-Fiction

"A SALUTE FROM THE FLEET"

By Alfred Noyes.

Cloth, \$1.50

A notable book of poems that will be greatly in evidence for holiday giving.

Boy Mechanic Vol. II

1,000 Things a Boy Likes to Make and Do, such as boats, sleds, ice-boats, camp appliances, heliograph, etc.

995 ILLUSTRATIONS.

PRICE, \$1.50

AN IDEAL GIFT FOR A BOY

Fisherman's Luck

By Henry VanDyke.

New Reprint Edition, 50c.

The first time this perpetual favorite has been available at the popular price of half a dollar.

THE EDITION IS LIMITED

3 LEADERS IN NEW FICTION

"The Money Master"

By Sir Gilbert Parker, Bart.

THE BIG NOVEL OF THE YEAR. Canada's greatest novelist at his best. The most talked of novel of the season. Every Canadian should have a copy. It is a story of French Canada.

Cloth, \$1.50

"K"

By Mary Roberts Rinehart.

No better story has ever come from this popular author's pen—even warmer, truer and richer than her previous big stories. It is one of the season's outstanding successes.

Cloth, \$1.35

JEAN WEBSTER'S delightful new story

"Dear Enemy"

is not a sequel to "Daddy Long Legs," but the same delightful characters appear in this new story, with Sally McBride as the heroine. Pictures by the author with the same humorous element as the text.

Cloth, \$1.25

SEVEN BATHS A WEEK!!

Unprecedented Cruelty
on the part of an Orphan
Asylum Superintendent



An Illustration From "Dear Enemy."

THE COPP, CLARK COMPANY,
LIMITED

PUBLISHERS

TORONTO

The Book of the Year

40,000 Copies in Two Months

The Lovable Meddler

BY LEONA DALRYMPLE

Author of "Diane of the Green Van," the \$10,000 Prize Novel

Much was expected of Miss Dalrymple after the great success of *Diane*, and in *The Lovable Meddler* she has produced a story whose lively interest and bright, whimsical humor and thorough entertainment surpass the spontaneity and originality of the prize winner. *The Lovable Meddler* is as delightful a piece of fiction as you will read this year. The quaint old "Meddler," with his matchmaking and mischief brewing, let loose upon such an original set as the Weston girls and the lively chaps of the Music Box, was bound to develop a situation rife with surprise and suspense. It is a story worth reading for its quick humor—and its heart interest will not leave you untouched.

A portrait jacket in colors of the "Meddler." Cover stamped in gold. Four illustrations in color. 384 pages. \$1.35 net.



THE OTHERSIDE BOOK

By Edith Mitchell

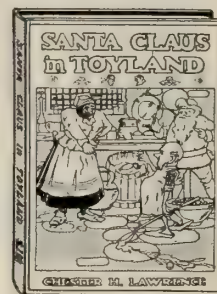
A novelty juvenile with a real child-appeal. Its catchy jingles and curiosity-arousing pictures are good for many a happy moment of looking at the "other side" of things. Pictures in full color on every page. Extra heavy

enameled cardboard. Pictorial jacket and cover. Original in idea and make-up. \$1.25 net.

SANTA CLAUS IN TOYLAND

By Chester H. Lawrence

The story, exciting and real, of what happened in Toyland when Mrs. Santa's heart turned to sugar, and Santa lost his best candy-maker, and the gnomes went on strike over the shortage of sugar plums. A time of distress for St. Nick and his friend Jack Frost, and of thrilling interest to youngsters. Six full-color illustrations; many full-page black and whites. Pictorial jacket and cover. 8 x 11 inches. \$1.00 net.

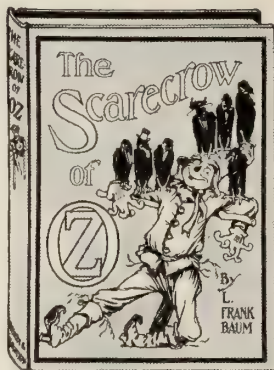


THE BEST SELLING JUVENILE OF THE YEAR

THE SCARECROW OF OZ

By L. Frank Baum.

Fantastic, whimsical, full of fun and excitement, but with a background of real merit and wholesome child interest. No juvenile writer since the author of *Alice in Wonderland* has held anything like the popularity of Mr. Baum. *The Scarecrow of Oz*, with the eccentric Strawman as the central figure, is full of the novelty and invention that has made the Land of Oz the best-known fairyland in the world. Adventure aplenty and droll humor enliven this story which Mr. Baum has called: "My Best."

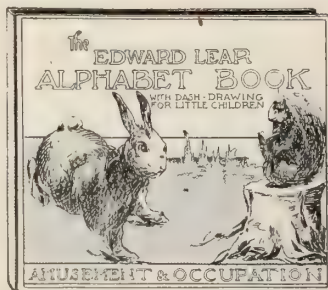


Illustrated by John R. Neill.

Mr. Neill's Oz Book illustrations have made him famous. In *The Scarecrow* he has added fresh laurels. There are 12 full-color inserts and nearly 100 black-and-whites, not to mention special decorations, chapter heads, etc. An attractive picture book. Pictorial cover and jacket in full color. 7 x 9 1/4 inches. \$1.25.

Check up your "Oz Books"

Other Titles: *The Land of Oz—Ozma of Oz—Dorothy and the Wizard in Oz—The Road to Oz—The Emerald City of Oz—The Patchwork Girl of Oz—Tik Tok of Oz.*



THE EDWARD LEAR ALPHABET BOOK

Illustrated by Frederick Richardson

The best of the Edward Lear nonsense verse, favorites for over a generation, arranged in the form of an A-B-C book, illustrated in the best of taste, and pleasing colors by Frederick Richardson.

A letter-learning device opposite each color page. An alphabet book of popular appeal. Illuminated boards; pictorial jacket. 8 x 9 1/4 inches. 50 cents net.

THE OZ TOY BOOK

By John R. Neill

The thousands of children who have been delighted by L. Frank Baum's Oz stories are eager prospective owners of this ingenious cut out book. All the favorite characters—54 figures in all—of the Oz Books are there, pictured in characteristic pose and color. Loose-bound; printed in full-color on extra heavy enameled bristol. Picture cover in color. 8 1/2 x 11 inches. 50 cents net.



THE COPP, CLARK CO., LIMITED, TORONTO

AGENTS IN CANADA FOR THE REILLY & BRITTON CO., CHICAGO



NOW FOR 1916

VALENTINE

ST. PATRICK

EASTER

For each of these seasons we are making extensive showings of Postcards for children and adults for retailing from 10c a dozen to 5c each. These are particularly attractive cards of exclusive designs, for which we control the Canadian market.

For shipment to be made along with Valentine, St. Patrick and Easter orders, we are featuring a new and attractive line of **Birthday Folders** to retail at 5c and 10c.

IMPORTANT REQUEST.—We urge every live dealer to make it a point to wait and see samples of Valentine, St. Patrick and Easter cards and novelties. Our travellers are now on the road with them. It will pay you to wait because of the exceptionally fine lines we are showing for 1916 and the attractive prices at which they are available.

VALENTINE LINES

FLAT CARDS—Designs of small hearts in red, gold bevelled edges. Ideal as enclosures, cost trade \$1.25 per 100.

Ask to see Nos. 505 and 506 — all red cards, with cupids and steel die stamped in white, gold bevelled edges. Red envelopes.

No. 515, four designs, girls' heads on white stock with narrow strip of red and gold around edges. Tied with large red ribbon. Each card has an insert with motto, steel die stamped in black and with heart and arrow in red, steel die stamped directly under the motto. Retail 10c each. The large tie of red ribbon is characteristic of a large range and variety of this season's exclusive cards in our line.

To Retail at 15c Each—Folders with red edges in attractive envelopes of fancy pink stock. Printing in red. A highly attractive line.

Cut-Outs—Made to stand many designs, such as one showing a boy standing at a fence and a girl with a letter sealed with a red heart bearing the words "Valentine Greeting." Another shows a boy hiding behind a mail box, in which a letter he has just posted sticks out sufficiently to show its nature. The card, of course, introduces Valentine greetings.

Special 10c Item—Large red heart in folder shape, with the words "All the World Loves a Loving Lassie" on outside. Inside different pages reveal successive suitors paying homage to a beautiful girl—a line that will prove a "best seller" among valentines.

Other 10c Leaders include cupids, and pull cards, fancy folders with gold bevelled edges and steel die stamped cards.

BIG RANGE AT 5c—Fancy designs with steel die stamped inserts. Tied with red ribbon. Cupids

and beautiful heads. Others have artistic designs die stamped in gold and yellow.

Lace Valentines—1c, 2c, 5c, 10c, 15c and 25c each.

Fancy Boxed Valentines — Popular curl parchment paper, easel backs, individually boxed, big variety, retail 5c to \$1.50 each.

COMICS—40c a gross, 95c a gross and \$1.40 a gross. Always big sellers.

ST. PATRICK'S DAY ITEMS

Cut-Outs—Many designs of cards with envelopes. Characteristic Irish subjects most attractively introduced.

Exclusive Folders — Finest productions imaginable. Tied with green ribbon, stock of lighter green shade, steel die stamped in gold, edges bordered in darker shade of green. Must be seen to be appreciated, but take our word for it they will be ready sellers.

EASTER NOVELTIES

Mauve, Purple and White Stock—Steel die stamped in blue on the white stock, in white on the colored stock. Quite an extensive range for retailing at 5c each.

Attractive 10c Items—Folder shape, mauve stock, borders of darker shade. Steel die stamped in blue and yellow. Girls' heads and scenes in Holland designs. Cards tied with beautiful ribbon, fancy shaped envelopes to match.

Fifteen Cent Leaders—Large cards, 2½ x 6½ inches, white stock, gold bevelled edges, offset designs.

Cross Designs—Gold, yellow, green, die stamped on stock of various shades. Narrow edges of deeper color. Each card with steel die stamped insert.

Other Exclusive Designs in Great Variety

THE COPP, CLARK COMPANY, LIMITED

517 WELLINGTON STREET WEST

TORONTO, ONTARIO

COMING FASHIONS

6^{d.}
nett.

The Autumn Number is NOW READY

This high-class fashion monthly is now firmly established in the favour of those who make a point of being smartly dressed

YOU ONLY NEED SHOW IT—TO SELL IT

Always an attractive coloured cover

JUST OUT

LLOYD'S NEWS 3d. NOVELS

TWO NEW NUMBERS

- 9.—THE FATED FIVE - by Gerald Biss
10.—THE LOVESTONE, by Alice & Claude Askew

Nos. 1—8 are still in print and can be had in assorted dozens.

There is still time to obtain a supply of

LLOYD'S SCOUT MANUAL

ONE PENNY

This is the book which every boy in the country is waiting for

GET A SUPPLY AT ONCE

THE DEMAND IS GREAT

ALL THE ABOVE OBTAINABLE FROM

GORDON & GOTCH, Ltd.

136 BAY ST. - TORONTO, CAN.
15 ST. BRIDE ST., LONDON, ENG.



VERDIER

... LIMITED

Printers & Publishers of

CHRISTMAS CARDS

♦ ♦ CALENDARS ♦ ♦

EASTER & BIRTHDAY CARDS

MENU & NAME CARDS

DANCE LISTS & PARTY INVITES

SACHET GREETING NOVELTIES

PRIVATE GREETING CARDS

British
Manufacture

TRADE
MARK

Speciality: Floral Colour Gravure Cards
DAINTILY PERFUMED
BLANKS & PRINTING FOR PUBLISHING TRADE
in exclusive processes

All enquiries direct to **VERDIER LTD.**
18 CHRISTOPHER STREET LONDON E.C.



THE BIG SELLER

NOW READY

AND PUBLISHED BY

GORDON & GOTCH, Ltd.

136 BAY ST. - TORONTO, CAN.
15 ST. BRIDE ST., LONDON, ENG.



MG&S

MORE BIG SELLERS

MG&S



MARGARET WIDDEMER

WHY NOT?

BY MARGARET WIDDEMER,

Author of "The Rose Garden Husband."

Four illustrations in color by George Hood.

Price \$1.25 net.

"There's no reason why not," says the author—no reason why all of us should not realize our dreams. Miss Widdemer has written one of those rare and refreshing stories designed to make people happier. She has recaptured all of "the first fine careless rapture" of her notable success, "The Rose Garden Husband," and has added new elements of beauty and charm.

To read such a book is to re-discover the fact that life is worth living.

ELTHAM HOUSE. Mrs. Humphry Ward's New Novel of English Society Life.

This singularly impressive story has the note of elevation and nobility which marks great fiction. It depicts the struggle of a divorced woman and her second husband for social and political honors. Unquestionably a fiction feature of the autumn. Illustrated. Price \$1.35 net.

LUTHER BURBANK: HIS LIFE AND WORK.

By Henry Smith Williams, M.D., LL.D.

Eight color plates and numerous illustrations from photographs. Quarto. \$2.50 net.

A popular account of the work of Luther Burbank, the famous Santa Rosa plant experimenter, with fruits, garden vegetables, flowers, lawn grasses, shrubs and trees. The author's purpose is to enable the reader to follow out experiments along similar lines—to "Burbankize" his own orchard and garden and dooryard.

THE GODDESS. By Gouverneur Morris and Charles W. Goddard. Price 50c.

A popular-priced novelization of the most unique motion-picture ever produced, presenting a young and beautiful woman, who is hailed as a goddess because of her mysterious divine traits and gifts which she exhibits.

THE FOREST PILOT.

By Edward Huntington. Price 50c.

A story of the Northeast coast of Canada—remarkable adventures by land and sea. A story for boy scouts—old and young.

THE MISLEADING LADY.

Popular Edition. Price 50c.

Novelized from the play. Twelve illustrations from photographs from the play. It will drive dull care away.

THE VOICE ON THE WIRE.

By Eustace Hale Ball. Price 50c.

A fascinating combination of adventure, love, intrigue, scientific and psychological analysis.

New Household Books

MOTHERCRAFT.

By Sarah Comstock.

Two hundred thousand children under five years of age die in the United States every year of preventable diseases.

Who could have prevented them? "Mothers," answers the author of this book.

Dr. Kate Campbell Mead, Middletown, Conn., says: "It is just the thing I like my waiting women to read. I approve of it in every way."

The Medical Council says: "We know of no book upon this general subject that we can more confidently recommend." Illustrated. Price \$1.00 net.

INDOOR GAMES FOR AWKWARD MOMENTS.

By Ruth Blakely.

An all-embracing collection of old and new games for the home circle and social gatherings. Quiet, noisy, round, square, funny games for any number of persons, young and old, for all occasions. Over one hundred games with many illustrations and diagrams. Carefully indexed.

Illustrated. Price \$1.00 net.

THE SMALL HOUSE FOR A MODERATE INCOME.

Price 1.50 net.

INEXPENSIVE FURNISHINGS IN GOOD TASTE.

Price \$1.25 net.

By Ekin Wallick, Editor Interior Decoration Dept., "Ladies' Home Journal."

From the Philadelphia North American: "Here are a thousand good suggestions for furnishing, finely and profusely illustrated—a fair and honest mentor and guide for housekeepers of many degrees. Problems of building are treated in the spirit shown in the author's furniture hints and direction. TAKEN TOGETHER, THE TWO VOLUMES need only a cook book to constitute a small library for the home."

McCLELLAND, GOODCHILD & STEWART, Limited

PUBLISHERS

266-268 King Street West

TORONTO

MG&S MG&S MG&S MG&S MG&S MG&S

The Educational Art Stamp Books for Children

THE OWLET LIBRARY

These books serve as toys and look like books. The children learn fascinating facts about birds, beasts, fairies and flowers while they play. Each of the twelve volumes in the Library is devoted to a different subject and contains twenty-

four richly colored art stamps already gummed for pasting in a frame, over the little educational story in the book.

THE OWLET LIBRARY

12 TITLES

- | | |
|---------------------------------------|----------------------------------|
| 1 Mother Goose Rhymes and Fairy Tales | 6 Game Fish and Sea Animals |
| 2 Flowers of Field and Garden | 7 A Book of Boats and Ships |
| 3 Song Birds of Meadow and Wood | 8 Gorgeous Winged Butterflies |
| 4 Friends of the Barn and Kennel | 9 Feathered Folk of the Barnyard |
| 5 Wild Beasts of the Past and Present | 10 Toilers in Many Lands |
| | 11 Game Birds and Birds of Prey |
| | 12 Scenic Wonders of America |

Each Volume 4½" x 6". Substantially bound.
Retail 15c. (Two for a Quarter)

The Picture Book of Wisdom

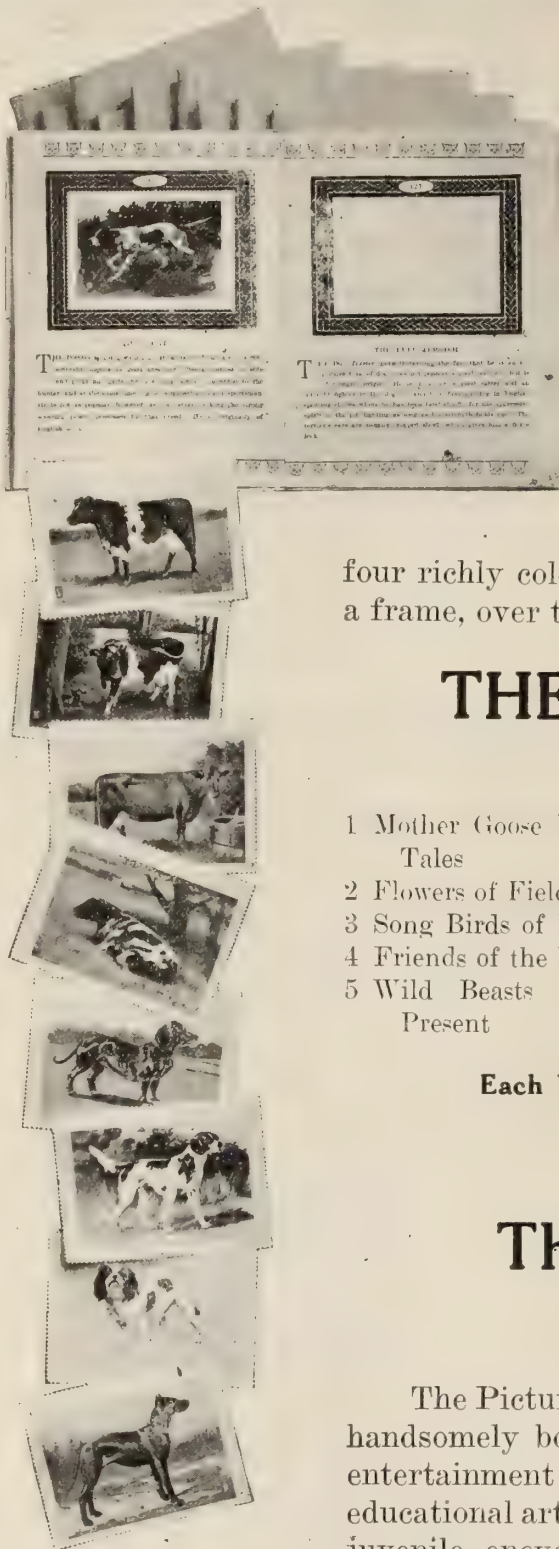
The Picture Book of Wisdom is a large book, 10 x 12 inches, handsomely bound in red and gold, containing 60 pages of entertainment and instruction and 336 beautifully colored educational art stamps from original paintings. It is a veritable juvenile encyclopedia, teaching the child, through play, an amazing fund of information that is not forgotten.

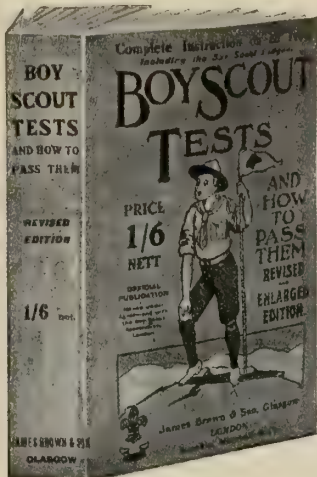
Cloth.

\$1.50 net.

Postage 12 cents.

McCLELLAND, GOODCHILD & STEWART, LIMITED
266 KING STREET WEST TORONTO, ONTARIO





BOOKS FOR BOY SCOUTS SEA SCOUTS AND GIRL GUIDES

SOLE CANADIAN AGENCY

James Brown & Son, Glasgow, official publishers to the Boy Scouts' Association, London, have appointed McClelland, Goodchild & Stewart, Limited, as their sole selling agents for Canada.

OFFICIAL PUBLICATIONS

FOR EVERY BOY SCOUT

BOY SCOUT TESTS AND HOW TO PASS THEM. Paper Covers, 45c, post, 8c. Cloth Covers, 75c, post, 8c. The only book on the market that gives complete instructions in all the tests. Revised and approved by Headquarters. 600 pages, fully illustrated.

BOY SCOUT DIARY. Price, 20 cents, postage, 2 cents extra. The Chief Scout recommends every Scout to keep a Diary. This Diary is published specially for Boy Scouts and is complete in every way. Over 220 pages, 130 illustrations.

KNOTS AND SPLICES. Price, 20 cents, postage, 2 cents extra. A very complete book. 128 illustrations, every knot illustrated.

THE BOOK OF FLAGS OF ALL NATIONS. Price, 35 cents, postage, 4 cents extra. In colors, the most complete book on flags. 42 British National Flags. 72 Colonial Badges. 34 Royal Yacht Club Flags. 96 National Flags, Foreign. Also all signal and ship codes in use.

FIRST-CLASS TESTS AND HOW TO PASS THEM. Price, 5c, postage, 1c. 48 pages, fully illustrated. Official publication.

FIRST STEPS IN SCOUTING. Price, 5 cents, postage, 1 cent extra. 62 pages, over 50 illustrations. Official publication.

TENDERFOOT TESTS. INSTRUCTION CARDS. Illustrated. Price, 5c, each. 35c. per dozen. \$1.75 per hundred.

SWIMMING SELF TAUGHT. Price, 12c, postage, 2c. Illustrated with diagrams.

AMBULANCE

FIRST AID BOOK FOR BOY SCOUTS. With illustrations and diagrams. Specially written for Scouts. Price, 20 cents, postage, 2 cents extra.

SIGNALLING

COMPLETE SIGNALLING INSTRUCTOR. Price, 20 cents, postage, 2 cents extra. Fully illustrated. The best book on the subject.

SIGNAL HANDKERCHIEF—washable. Price, 20 cents, postage, 2 cents extra. The best medium for learning the Morse Code, the Semaphore and Hand Signalling.

NEW SEMAPHORE TUTOR. Price, 20 cents, postage, 2 cents extra.

SIGNALLING. How to learn the commercial code of signals. Price, 60 cents, postage, 4 cents extra.

SIGNAL CARDS. Price, 10 cents, postage, 2 cents extra.

MORSE CARDS. 10 cents per package, postage, 2 cents extra.

SEMAPHORE CARDS. 10 cents per package, postage, 2 cents extra.

ASTRONOMY

ASTRONOMY. Simply explained for Boy Scouts. Fully illustrated. 20c, postage, 2c extra.

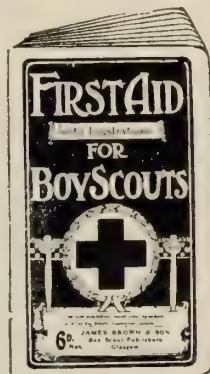
STAR CHARTS FOR BOY SCOUTS. In Case, 60c, post., 4c. On Rollers, \$1.00, post., 9c. The map for beginners. Clear, simple, correct.

THE BOY SCOUT STAR CLOCK. To tell the time by the stars. Price, 5 cents.

FOR SCOUTMASTERS

HOW TO START—THE SCOUTMASTER FIRST BOOK. Price, 10c, postage, 2c.

PRACTICAL HINTS TO SCOUTMASTERS ON TROOP MANAGEMENT. Official Publication. Price, 20c, postage, 2c.



FOR THE FIELD

FIELD POCKET BOOK. Price, 15 cents, postage, 6 cents. Extra Refills, 20c, postage, 2c. It is well bound in Khaki cloth with B-P's autograph signature. Fits the pocket, has pencil in loop, and was designed after the pattern used by the Chief Scout in India.

TREK CARTS AND BRIDGE BUILDING FOR BOY SCOUTS. Fully illustrated. Price, 20 cents, postage, 2 cents extra.

TRAMP CAMPS AND STANDING CAMPS. With diagrams and illustrations. Price, 20c, postage, 2 cents extra.

HINTS ON MARKSMANSHIP FOR MARKSMAN'S BADGE. Official publication. Price, 5c, postpaid.

MANUAL OF DRILL FOR BOY SCOUTS. Contains every form of drill and fully illustrated. Price, 20c, postage, 2 cents extra.

ACTIVE SERVICE HINTS FOR BOY SCOUTS. Illustrated with scale drawings. Price, 20c, postage, 2c extra.

SURVEYING FOR SCOUTS WITH SECTIONAL PAD. Price, 35c, postage, 2c. Fully illustrated and without technicalities.

MISCELLANEOUS

RECORD OF TESTS PASSED. Fully illustrated. 120 pages, strong bands. Price, 20c, postage, 2c.

ENROLMENT CARD OR MEMBERSHIP CARD. No. 1—Strong White Card. Each, 3c. Per dozen, 20c. Per hundred, \$1.20. No. 2—Untearable Yellow Card. Each, 5c. Per dozen, 35c. Per hundred, \$2.00.

FIRE BRIGADE WORK FOR BOY SCOUTS. Fully illustrated. Price, 20c, post., 2c.

WOLF CLUBS—TESTS THEY HAVE TO PASS. Price, 5c, postage, 2c. 57 pages, 50 illustrations. Official Publication.

UNION JACK. Size, 34½ x 17½ in. Paper, 10c, postage, 1c. Cloth, 20c, postage, 2c. Printed on stout card.

FOR HEADQUARTERS ROOM

WALL SHEET SCOUT LAW. Size, 30 x 20 inches. Price, 10c, postage, 2c.

FLAGS OF ALL NATIONS. Size, 28 x 27 inches. Price, 35c, postage, 2c.

FOR SEA SCOUTS

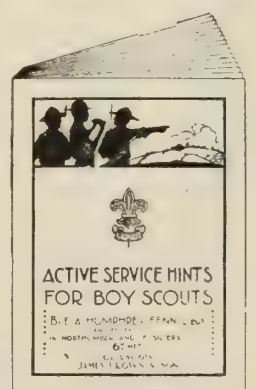
SEA SCOUTING AND SEAMANSHIP FOR BOYS. This book is the Official Publication sanctioned by Headquarters. Written by W. Baden-Powell, K.C. Forewords by Lord Charles Beresford and Sir R. S. Baden-Powell. Paper Covers, 35c. Cloth Covers, 60c, postage, 4c.

SEAMANSHIP BOOK. Price, 35c, postage, 2c.

SEA SCOUTS' LIFE-SAVING ROCKET APPARATUS. Price, 20 cents, postage, 3 cents.

COMPASS CARDS. Price, 5c. Per dozen, 35c. Postage, 2c. How to box the compass. They are exactly the same as mariners use.

HOW TO GO TO SEA. Price, 75c, postage, 6c.



SEND FOR CATALOGUE

McCLELLAND, GOODCHILD & STEWART, LIMITED
Sole Canadian Agents 266-268 KING STREET WEST, TORONTO

Salute to Adventurers

BY JOHN BUCHAN

A stirring novel of early days in
Virginia. Price, \$1.50.

THE TOLL OF WAR

By S. Macnaughtan, author of "The Fortune of Christina M'Nab," "A Lame Dog's Diary," etc.

Miss Macnaughtan describes in this volume her own experiences as a Red Cross worker at the Front. She describes the tragedy of war and discusses the questions and problems that it raises in a woman's mind. Price, 35c.

MAP BOOK OF THE WORLD-WIDE WAR

New Edition.

A complete atlas, with 56 pages of maps of all the fighting areas, and a Diary of the War. Attractive color cover. Price, 25c.

THE RIVER WAR

By Winston Churchill. Price, 35c.

The tale of the great expedition in which Lord Kitchener first won fame is of the highest interest at a time when the writer and the chief figure in his narrative are controlling the destinies of Britain.

PICTURE AND TOY BOOKS

We have in Toronto one of the largest and best assorted stocks in Canada. All of British manufacture and design. Sample shipment to any value sent by return.

Thomas NELSON & Sons

95-97 King Street East Toronto
ESTABLISHED 1798
London Edinburgh New York Paris

The ever-increasing
popularity of

DR. WEYMOUTH'S NEW TESTAMENT

- - IN - -

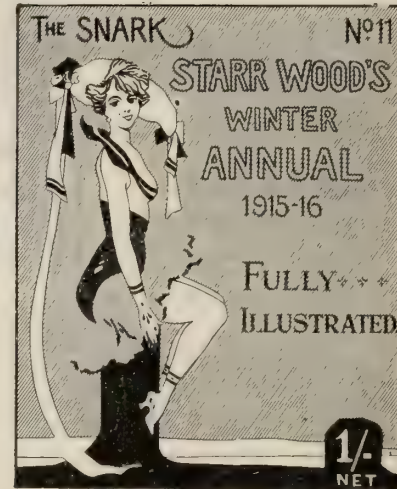
MODERN SPEECH

affords an excellent opportunity of adding materially to your profits. If you do not stock the work a supply should be obtained immediately.

With Notes, in various bindings, from 75 cents.
Pocket Edition, without notes, from 50 cents.

JAMES CLARKE & CO.

LONDON, ENGLAND
AND ALL CANADIAN AGENTS



THE BIG SELLER

NOW READY

AND PUBLISHED BY

GORDON & GOTCH, Ltd.

136 BAY ST. - TORONTO, CAN.
15 ST. BRIDE ST., LONDON, ENG.

BOOKS OF DISTINCTION JUST PUBLISHED

DICK DEVEREUX

A Story of the Civil War. By David Tod Gilliam.
A splendid romance of Civil War times showing the effect of a dual personality under the influence of a master passion. The reader is instantly captivated with the love affair of the hero and a beautiful maid of the Greenbrier, the heroine. Central Ohio and the mountains of Virginia form a background well fitted for the setting of this unusual story.
Frontispiece by Lois Lenore Lenski. Net \$1.35.

CONTEMPORARY FRENCH DRAMATISTS

By Barrett H. Clark, Author of "Four Plays of the Free Theatre."

This volume gives a study of contemporary drama in France, which has been more neglected than any other European country. It contains critical essays with bibliography, of Cœre, Brieux, Hervieu, Lemaître, Lavedan, Donnay, Portier, Rostand, Bataille, Bernstein, Capus, Flers and Caillavet. *Boston Transcript*: "Mr. Clark's method of analyzing the works of the playwrights selected is simple and helpful. . . . As a manual for reference or story 'Contemporary French Dramatists' with its added bibliographical material will serve well its purpose." Handsomely bound. Cloth. 12mo. Net \$1.50.

The Complete Book of Art SKETCHES OF GREAT PAINTERS

By Edwin Watts Chubb

No one can read these "Sketches" now graphically presenting the life and personality of the painter and then again entertainingly describing one of his masterpieces, without absorbing much valuable information about those great masters of painting whose art has quickened our appreciation of beauty.

The Bellman: "Here we have a book which performs the inestimable service of bringing that enlightenment which stimulates appreciation and enjoyment of great masters, this time in the field of pictorial art. . . . Pleasantly untechnical, and graphic as well as accurate, it is especially a book for laymen. . . . Illustrated with reproductions so excellent as to merit being taken out and framed."

18 full-page illustrations. Cameo Paper. Net \$2.00.

THE YELLOWSTONE NATIONAL PARK

By Gen. Hiram M. Chittenden

Bulletin of American Geographical Society: "There is practically nothing relating to the Park of interest to intelligent readers that is not treated in this volume."

Ready's Mirror: "Gen. Chittenden possesses the art of making even dry statistics bloom and his book, supplied as it is with a splendid index and a map to delight, is replete with human interest."

Toronto Saturday Night: "Gen. Chittenden is naturally in a position to write with authority on the development of this wonderful natural treasure house of the American people."

Southern School Journal: "This is a splendid contribution to the literature of travel."

Handsomely bound. 15 full-page illustrations on cameo paper and a three-color cover jacket showing the Falls in its natural beauty. Net \$1.75.

For Contentment, Happiness and Profit

"THE GARDENETTE: or City Backyard Gardening

By the Sandwich System." By Benjamin F. Albaugh

This volume is arranged to meet the needs of the beginner or amateur, especially for those who have limited areas. Few realize the wonderful possibilities of a small piece of ground when cultivated to the limit of its capacity.

New York Sun: "This book will rouse the ambition of the city agriculturist. It is much more effective and practical than 'Back to the Farm' Sermons."

Montreal Daily Mail: "It is one of the most complete treatises on the growing of vegetables and flower gardens yet issued for the beginner and the information is so classified that anyone can become successful if they follow the instructions given."

32 full-page illustrations and full illustrated cover jacket, photographic examples of the author's experiments. Net \$1.25.

NATION OF NATIONS:

New Plan to Stop War and Insure Permanent Peace

By Alfred Owen Crozier, author of "U.S. Money vs. Corporation Currency," etc.

New York Times: "At a time when many minds are grappling with grave problems this little book deserves not to be overlooked."

Montreal Daily Mail: "It is left for those interested to study Mr. Crozier's thoughtful contribution to the great problem to avert another such catastrophe as the present."

12mo. Paper Binding. Net 50c.

Second Large Edition

EUROPEAN DRAMATISTS By Archibald Henderson

Author of "George Bernard Shaw: His Life and Works"

A remarkable volume of literary criticism and appraisal, wherein are described the life and work of Maeterlinck, Shaw, Ibsen, Wilde, Barker and Strindberg. Photogravure frontispiece. Net \$1.50.

SHORT PLAYS By Mary MacMillan

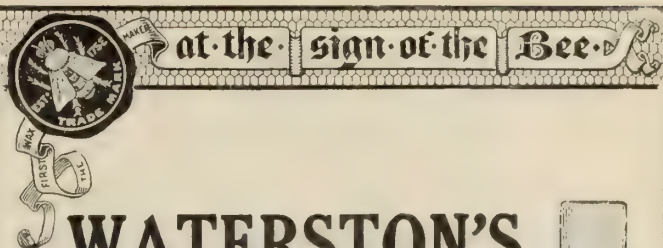
All have been successfully presented. Suitable for Women's Clubs, Girls' Schools, etc. While elaborate enough for big presentation, they may be given very simply.

Salt Lake Tribune: "The plays are ten in number, all of goodly length. We prophesy great things for this gifted dramatist."

Write for Complete Catalog.

STEWART & KIDD CO.,

PUBLISHERS
CINCINNATI,
U.S.A.



WATERSTON'S

CELEBRATED

TRADE
"BEE"  BRAND
MARK

SEALING WAX

The result of 163 years' experience

LETTER WAX

Red, Black and Coloured.

For all climates.

BOTTLE WAX

in all Grades and Colours.

PARCEL WAX

Chemists' Dispensing Wax

Post Office Mail Bag Wax

Engravers' Seal and Plate Wax

WATERSTON'S PRIZE WAX
FOR HOT CLIMATES

GEORGE WATERSTON & SONS LTD.
AND AT WARRISTON ROAD
8 ST. BRIDE STREET LUDGATE CIRCUS
EDINBURGH LONDON E.C.

British Real Photo Postcards

Toned Glossy.

Matte Surface.

LOCAL VIEWS

Produced from customers' originals.
 Prints (any size) may be sent for reproduction.



Prices, F.O.B. London (Packing Free) per 1,000 Cards:

	500 ea. Subject	1,000 ea. Subject
Real Photo Toned Glossy	\$9.50	\$9.00
Real Photo Black and White Glossy ..	9.00	8.50
Real Photo Sepia Matte	9.00	8.50
Real Photo Black and White Matte ..	8.50	8.00

Reduced prices for quantities. Samples free.

2% cash with order, or against B L subject to references

Philip G. Hunt & Co., British Postcard
 Printing Works,

Telegrams:
 Autobrom, Bal., London. 332 Balham High Road, London, S.W.

Patriotic Calendars**in Art Process Work on Felt**

Last year we made 1 design to retail at 25c and we sold over 6,000 in 5 weeks. Had more re-orders on it than anything else we ever sold.

This year we show

4 lines at \$ 6.50 per 100
4 lines at \$ 7.50 per 100
4 lines at \$10.00 per 100
8 lines at \$15.00 per 100
6 lines at \$20.00 per 100

to retail at 10c to 35c each.

A sample lot amounts to \$3.36. We will send this sample assortment anywhere in Canada prepaid subject to return if not up to expectations. Write for it.

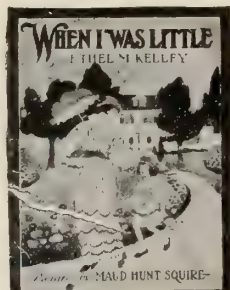
Send in your name for our Xmas Catalogue. Ready soon. Full of good things.

PUGH SPECIALTY CO.
 LIMITED

38-42 Clifford Street "Toronto, Canada

THE BEST SELLERS FOR 1915

By Ethel M. Kelley



WHEN I WAS LITTLE
 Cloth—30 Illustrations, by
 Maud H. Squire. Net 75c

By Clara I. Judson



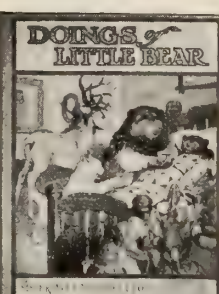
FLOWER FAIRIES
 Cloth—25 Colored Illustrations, by
 Maginel Enright. Net \$1.00

By Marie C. Sadler



**MAMMA'S ANGEL CHILD
 (IN TOYLAND)**
 Boards—63 Colored Pictures, by
 "Penny" Ross. Net \$1.00

By Frances M. Fox



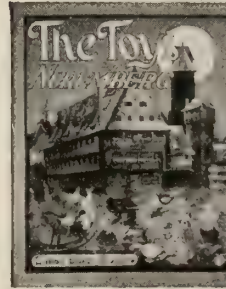
DOINGS OF LITTLE BEAR
 Cloth—32 Illustrations, by
 Warner Carr. Net 50c

By Elizabeth Gordon



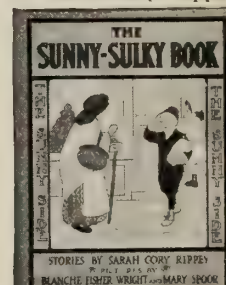
**LORRAINE AND THE
 LITTLE PEOPLE**
 Cloth—32 Illustrations, by
 "Penny" Ross. Net 50c.

By Lillian B. Sturges



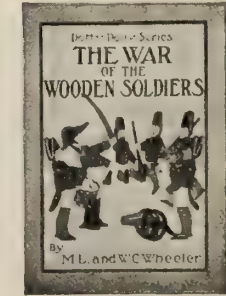
**THE TOYS OF
 NUREMBERG**
 Cloth—74 Illustrations, by
 Lillian B. Sturges. Net 50c

By Sarah Cory Rippey



THE SUNNY-SULKY BOOK
 Cloth—12 Colored Illustrations, by
 Blanche Fisher Wright. Net 50c

By F. M. H.



**WAR OF THE WOODEN
 SOLDIERS**
 Boards—39 Illustrations, by
 Willard C. Wheeler. Net 50c

ATTENTION OF CANADIAN DEALERS IS CALLED TO THIS ATTRACTIVE LINE OF JUVENILES

RAND McNALLY & COMPANY, CHICAGO

PRANG ART MATERIALS AND PUBLICATIONS

Prang Water Color Box No. 3A
 Prang Water Color Box No. 8
 Prang Water Color Box No. 16
 Prang Holder Crayons No. 22
 Prang Grayed Crayons No. 50
 Prang Crayonex No. 3
 Prang Crayonex No. 4
 Prang Crayonex No. 5
 Prang Art Education Crayons No. 1
 Prang Art Education Crayons No. 2
 Prang Pastellex Crayons No. 7
 Prang Hexagraph No. 11
 Prang "Stixit" Paste
 Prang Cold Liquid Glue
 Prang Drawing Pencils (4 kinds)
 Prang Drawing Papers

Prang Art Tablets
 Prang Tinted Construction Paper
 Prang Stick Printing Dyes
 Prang "Dyit" (cold water)
 Prang Quality Erasers
 Prang "Modelit"
 Prang Solder Paste
 Hiawatha Painting Book
 Robinson Crusoe Painting Book
 Hansel and Gretel Painting Book
 Peter Pan Painting Book
 Alice in Wonderland Painting Book
 Prang Mounting Book
 Hiawatha Paint Box
 Robinson Crusoe Paint Box
 Ivanhoe Paint Box

Send for our new "Art Materials Catalogue"

We are also Canadian Agents for the "Kroma Color Company" of Sandusky, Ohio. We carry stock in our Toronto office and can make prompt delivery. Correspondence is cordially invited. Special discounts to the trade.

THE PRANG COMPANY, 23 Scott Street, TORONTO

LOOK AT THE AUTHORS' NAMES

They will tell their own stories as to the good-selling qualities of the books named below, which are only a few of the splendid representation on our really big Fall List.

FRANCES HODGSON BURNETT

The Lost Prince - - - - - \$1.35

ARNOLD BENNETT

These Twain - - - - - 1.25

GEORGE BARR McCUTCHEON

Mr. Bingle - - - - - 1.25

KATE DOUGLAS WIGGIN

Penelope's Postscripts, net - - - - 1.00

BERTA RUCK (Mrs. Oliver Onions), author of "His Official Fiancee"

The Courtship of Rosamond Fayre - - - 1.25

KATHLEEN NORRIS

The Story of Julia Page - - - - - 1.35

AMELIA E. BARR

The Measure of a Man - - - - - 1.25

SAMUEL HOPKINS ADAMS (Author "The Clarion")

Little Miss Grouch - - - - - 1.00

FRANCES R. SHERRETT (Author "The Jam Girl")

Up the Road with Sally - - - - - 1.25

H. A. CODY

If Any Man Sin - - - - - 1.25

THE AUTHOR OF THE DOP DOCTOR

Dragon's Teeth - - - - - 1.25

BARONESS ORCZY

A Bride of the Plains - - - - - 1.25

OWEN JOHNSON

Making Money - - - - - 1.25

LATEST ADDITION TO "BRIGGS' REPRINTS" LIST.

THE AMATEUR GENTLEMAN, By Jeffery Farnol, author "Broad Highway," 50c.

Our travellers report things are looking up splendidly in the book business and that the fall business is going to be much better than was expected. Are you ready to meet the good buying which is coming?

WILLIAM BRIGGS, Publisher, Queen and John Streets, Toronto

CASSELL'S ANNUAL VOLUMES for 1915

"CHUMS" Volume 1915*Cloth gilt.**(SEVENTH YEAR OF ISSUE)*

This volume of Chums, produced whilst the greatest War in history is raging in Europe, is one of the most remarkable that has ever appeared. It is remarkable because it is as good as, if not better than, usual. It contains war stories, but is not unduly over-weighted with them. Chums is, as always, a perfectly sane, level-headed and essentially British production, preaching the gospel of fair-play and clean sportsmanship. Every story is worth reading, and every picture worth looking at. As a matter of interest it may be recorded that six of Chums regular contributors are now actually in the Fighting Line.

LIST PRICE**\$2.00****THE CANADIAN BOY'S ANNUAL***(SIXTH YEAR OF ISSUE)**With 8 Colour Pictures and many Illustrations in Black-and-White. Cloth.*

Thrilling stories of the Great War are the special features of this year's volume of "The Canadian Boy's Annual," and that is just what every Canadian boy wants. There are thrilling stories of land battles and exciting adventures, thrilling stories of war at sea, of mine and submarine, of motor bike, of Zeppelin and of aeroplane. There are also interesting features bearing on the War. One of the most interesting features is an article by Claude Grahame-White and Harry Harper, entitled "The Air Raiders." It is an account of the exploits of British airmen during the Autumn and Winter of 1914-1915.

\$1.25**THE CANADIAN GIRL'S ANNUAL***(SIXTH YEAR OF ISSUE)**With 8 Colour Pictures and many Black-and-White Illustrations. Cloth gilt.*

"The Canadian Girl's Annual" is more than usually attractive this year. The main feature is a long complete story by Dorothea Moore, entitled "Philippa of England," dealing with the experience of a little English girl stranded at a school in Germany at the outbreak of the War. She escapes by a troop train into Belgium, and has many exciting adventures before she reaches home. Other stories are by Hester Grove, Olaf Baker, Geoffrey White, Dorothy a Beckett Terrell, Doris Pocock, Bessie Marchant, and many other popular writers. There are articles on novel entertainments, and on how to make and do things, and a play for home acting.

\$1.25**CASSELL'S CHILDREN'S ANNUAL***(SEVENTH YEAR OF ISSUE)**Containing about 40 Full-page Pictures in full colour and a large number of Black-and-White Illustrations. Picture Boards. Cloth, gilt edges.*

Considerable changes and improvements have been carried out in "Cassell's Children's Annual" this year, so as to make it still more attractive. These changes include the addition of eight beautiful three-colour plates printed on special art paper.

**Cloth, \$1.25
Boards, \$1.00****LITTLE FOLKS CHRISTMAS VOLUME***Profusely Illustrated. Extra crown 4to. Picture Boards. Cloth gilt.*

The Christmas Volume offers great variety to its young readers. The little ones will find plenty of dainty, amusing colour pictures and verse. Girls will thoroughly enjoy the exciting school serial, "Pippa at the Priory," while the adventures of "Shasta of the Wolves," told by Olaf Baker, will hold the interest of all. As usual, Little Folks has several plays and recitations, and a great number of short stories—stories of animals, fairies, war, school, home and adventure. Features of special interest are the Little Folks Nature Club and the Little Folks Science Club. These have been greatly developed and made still more attractive and more useful and consequently much more valuable, with the result that they have become more popular than ever.

**Cloth, \$1.25
Boards, \$1.00****BO-PEEP****A Picture Book Annual for Little Folks.***With over 30 Full-page Pictures in full Colour and a large number of Black-and-White Illustrations. Picture Boards. Cloth.*

Children who like fairy tales, children who prefer stories about "real" boys and girls, children who love Teddy-bears and Golliwogs—all will find something to please them in the new volume of this Annual. There is a picture at every opening and a story in verse or prose to every picture; and stories, verses and pictures are all of the sort that children like best.

**Cloth, \$1.00
Boards, 75c.****TINY TOTS***With a Colour Frontispiece and over 30 other Pictures in Colour and a large number of Black-and-White Illustrations. Picture Boards. Cloth.*

A Picture Book Annual for the Very Little Ones. A book of short stories and entertaining verse, full of pictures in colour and black and white, which cannot fail to attract the very little ones, for whom this volume is especially designed.

**Cloth, 60c.
Boards, 45c.****THE GIRL'S REALM—Annual Volume***Cloth, full gilt.*

"The Girl's Realm" has well maintained itself during war time, and the present volume is one of the best that has been issued. There are three serials—by Dorita M. Fairlie Bruce, Ethel M. Heddle, and Morice Gerard—as well as a host of short stories, whilst the articles are such as to appeal particularly to girls of from sixteen to thirty.

\$2.00**THE QUIVER—Annual Volume***Profusely Illustrated. Royal 8vo. Cloth gilt.*

The bound volume of The Quiver makes one of the most acceptable presents that could be offered to old or young. There are over a thousand pages of varied, well-illustrated reading matter. Two serial stories—by Joseph Hocking and Violet Methley—and a host of short stories provide the lighter kind of reading; whilst the articles by such well-known authorities as Bishop Welldon, Bishop Ryle, Dr. R. F. Horton, Principal Alexander Whyte, D.D., Mr. A. C. Benson, Dr. Wilfred T. Grenfell, etc., are illuminating and stimulating. This is essentially the volume for the home.

\$2.25**TO BOOKSELLERS**

If you have not received a copy of our new Canadian Trade List of our publications—Drop us a postal.

CASSELL & CO., Limited, Publishers, 55 Bay St., Toronto

The Only Grand Prize

(Highest Award) given to
Dictionaries at the Panama-
Pacific Exposition was
granted to

WEBSTER'S NEW INTERNATIONAL

and the Merriam Series for Super-
iority of Educational Merit.



The One Supreme Authority:

It is the standard of the Federal and State Courts. The standard of the Government Printing Office. The standard of nearly all the schoolbooks. Indorsed by State School Superintendents. All States (30 in number) that take official action regarding the adoption of dictionaries recognize the Merriam Series as authoritative.



400,000 Vocabulary Terms.
12,000 Biographical Entries.
Over 6,000 Illustrations.
New Gazetteer.
2,700 Pages.
Colored Plates.

Regular and India Paper Editions.

WEBSTER'S COLLEGIATE DICTIONARY. The largest abridgment of the Merriam Series.

1,136 Pages. 1,400 Illustrations.
Regular and Thin-Paper Editions.

WEBSTER'S LITTLE GEM, the most complete of Pocket Manuals.
224 Pages. Colored Maps.

Write to your jobber for terms, etc., or address

G. & C. MERRIAM CO., Publishers, SPRINGFIELD MASS., U.S.A.

"THE ALLAN SERIES"

of Real Scottish Heather Christmas
and New Year Cards

Containing choice sprigs of real
White and Purple Heather gathered
from the Highland Bens and Glens,
with greeting verses by

"ALLAN JUNIOR"

are the best Scottish Cards in the
Market.

SAMPLE RANGE POST FREE ON
RECEIPT OF \$4.00 Money Order.
Retail at all prices.

JOHN ALLAN, Publisher

25 GORDON STREET, GLASGOW

A Hand Book of THE BEST PRIVATE SCHOOLS

Introductory chapters on the Mission of the Private School—the Development of the Private School in America—the Rise of the Modern Girls' School—the Origin of the Summer Camp Movement.

CANADIAN PRIVATE SCHOOLS

are fully treated in a separate section in the book.
Comparative Tables of 1300 Schools and Summer Camps, and an Educational Directory add to the book's usefulness.

A Guide for Parents: A Desk Book for Educators.
A Critical, Discriminating Account of the Schools as they are.
8vo, pp. xxiv + 516, illustrated. Postpaid \$2.00.

8 page Illustrated Descriptive Circular on request.

PORTER E. SARGENT, 50 Congress St., Boston, U.S.A.

95,000 WRITERS

in Canada and the U.S. Are YOU Selling Them?
want these books

"THE WRITER'S LIBRARY"

Uniform, handsome, 12mo. cloth, gilt tops. Postpaid.

THE ART OF STORY WRITING.

Esenwein and Chambers. An effective guide to actual
fictional narration. xi+211 pp.\$1.35

WRITING THE SHORT-STORY.

J. Berg Esenwein. The standard book everywhere on
the technique of the Short-Story. xiv+441 pp...\$1.25

STUDYING THE SHORT-STORY.

Esenwein. Sixteen short-story masterpieces, with
methods for analysis. xxxii+438 pp.....\$1.25

THE TECHNIQUE OF THE MYSTERY STORY.

Carolyn Wells. Introduction by Dr. Esenwein. A
complete exposition of the form. ix+336 pp....\$1.62

WRITING THE PHOTOPLAY.

Esenwein and Leeds. The only standard textbook on
photoplay construction. ix+374 pp. Illustrated..\$2.12

THE ART OF VERSIFICATION.

Esenwein and Roberts. A practical working hand-
book of the principles of poetry and the structure of
verse forms. xii+310 pp.\$1.62

THE ART OF PUBLIC SPEAKING.

Esenwein and Carnagey. Inspiration and instruction
for all who would be efficient public speakers. A
"punch" on every page. xi+512 pp.\$1.75

THE TECHNIQUE OF PLAY WRITING.

Charlton Andrews. Actually shows the way. xxix+
269 pp.\$1.62

WRITING FOR VAUDEVILLE.

Brett Page. The only treatise ever written. Full
of instruction. On Press. Ready Nov. 1st. 600 pp..\$2.15

TELL YOUR CUSTOMERS about these books.

Address

THE HOME CORRESPONDENCE SCHOOL, Springfield, Mass.



PHYSICAL CULTURE

The Leading Publication of its
kind.

Edited by John Brennan.
On sale the 21st of each month
from your News Company. Fully
returnable within 60 days. Give
it a display. Call your custom-
ers' attention to it and they will
not want to be without it.

Advertising matter furnished on request.

PUBLISHED BY

PHYSICAL CULTURE PUBLISHING CO.

FLAT IRON BUILDING

NEW YORK

GET THE BEST! **BLOTTING PAPER**

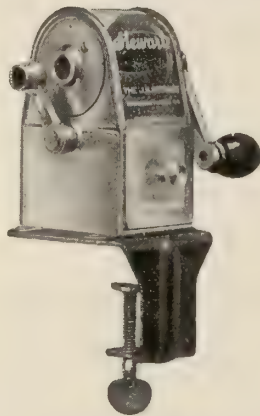
MANUFACTURED BY

THE EATON-DIKEMAN COMPANY, Lee, Massachusetts, U.S.A.

THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

Magnet Columbian Lenox Arlington Wavelet Housatonic
Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER



2 Machines for the Price of 1

The Stewart Junior sells for \$3.00, and being equipped with an extra set of sharpeners, gives the purchaser virtually two machines.

THE STEWART WILL NOT BREAK THE PENCIL POINT

It is thoroughly durable, handsomely nickeled and will stay sharp, the double cutters being of special cobalt alloy steel.

Every office should have one. Every business man is a prospective purchaser. Mr. Dealer, you can get this business. Write for trade discount.

A. R. MacDOUGALL & CO., Limited

CANADIAN REPRESENTATIVES

266 KING ST. WEST, TORONTO, ONT.

WE HAVE DECIDED TO CARRY IN STOCK IN TORONTO



No. 205. Retail 1c.

the popular numbers of **School Crayons, Marking, Checking and Lumber Crayons**

Manufactured by

THE STANDARD CRAYON MFG. CO.,

Danvers, Mass.



"Artco" Plg. Retail 5c.

We enumerate below a few of these numbers:—

No. 205 and No. 123 pkg. wax crayons. Retail	1c	No. 33 and No. 335 Lumber Crayons. Retail, (In stock—Blue, Black, Red, Yellow.)	50c doz.
No. 300 and No. 822 pkg. wax crayons. Retail	5c	No. 3000 and No. 341 Marking Crayons. Retail, (In stock—Blue, Black.)	25c and 40c doz.
No. 7 "Crayel" pkg. wax crayons. Retail	5c	No. 16 Pkg. Colored Chalk Crayons. Retail	1c
No. 7 "Artco" pkg. pastel crayons. Retail	5c		
No. 814 "Crest Light" pkg. wax crayons. Retail	10c		

We have found it necessary to stock these "best sellers" on account of the increasing demand. This will also overcome the inconvenience to our customers which is sometimes caused by unavoidable delays in our shipments from the factory. Write for illustrated catalogue and prices.

A. R. MacDOUGALL & CO., Limited CANADIAN REPRESENTATIVES
266 KING ST. WEST, TORONTO, ONT.

BOOK BULLETIN

PUBLISHED BY

J. M. Dent & Sons, Ltd., 27 Melinda St., Toronto

Special Issue

OCTOBER, 1915

Send for Complete Lists

Annuals

YOUNG CANADA

The biggest \$1.00 annual on the market. 500 pp. Frontispiece "CHARGE OF THE CANADIANS AT YPRES." Hundreds of other illustrations.

CHILD'S OWN

(82nd ANNUAL VOLUME). Paper boards. 25c. Colored frontispiece. 140 pp. Numerous illustrations.

IN PASTURES GREEN

By Peter McArthur, the Farmer of Ekfrid, the Philosopher of the Western Peninsula, and the Humourist of our Province. "This book excels in humour and in style, a rare combination, and should be the most popular book of the season."—From the Toronto Public Library Book Bulletin, September, written by Dr. Loeki the Chief Librarian.

Fun on Every Page

Mr. McArthur has contributed numerous articles, verse and jokes to the following well-known publications: Punch, Life, Puck, Judge, Truth, Town Topics, Sun, Atlantic Monthly, Harper's, Century, Review of Reviews, etc., and various syndicates.

THE HUDSON BAY ROAD

By A. H. de Tremaudan. The purpose of this book is chiefly to tell of the country along the Hudson Bay Railway, now under construction; of Hudson Bay, the Mediterranean Sea of North America, and of the resources to be found in Manitoba's new territory, including the great inland sea on which it borders.

THE AWAKENING

By Henry Bordeaux, author of "The Fear of Living." A recipe for married happiness. \$1.25 net.

THE ROSE-COLOURED ROOM

By Maude Little. The love-idyll of a wealthy young idealist—rich in tenderness and humour. \$1.25 net.

THE WAR OF ALL AGES

By Evelyn Sharp. A collection of excellent short stories of peculiar current topical interest. \$1.00 net.

SWORDS AND PLOUGHSHARES (poems)

By John Drinkwater.

THE POLITICAL ECONOMY OF THE WAR

By F. W. Hirst, editor of The Economist. Deals with the cost of the war, its effect on trade exchange, the methods of taxation, etc., etc. \$1.50 net.

Best Sellers

WAR LORDS

By A. G. Gardiner (Wayfarers' Library). First shipment of 10,000 now nearing exhaustion. One Toronto bookseller (The Upper Canada Tract Society) has sold over 700 to date.

PROPHETS, PRIESTS AND KINGS

By the same author (Wayfarers' Library). Although published a year ago it is still 'going strong'; 15,000 copies sold in Canada to date.

JEAN BAPTISTE

By J. E. Le Rossignol. A charming French story by a Canadian. \$1.25 net. Show cards and imprinted circulars supplied on request.

WITHIN THE TIDES

By Joseph Conrad. \$1.25 net.

THE INVISIBLE EVENT

By J. D. Beresford, author of "Jacob Stahl." \$1.25 net.

THE WAR THOUGHTS OF AN OPTIMIST

By B. A. Gould. The opinions of an American (resident in Toronto) on the war. 75c net.

Other Important Books

THE EVERLASTING MERCY, By Masfield.. \$1.00

THE WIDOW OF THE BY-STREET, By Masfield \$1.00

SELECTED POEMS. By Francis Thompson \$1.75

1914 AND OTHER POEMS. By Rupert Brooke 75c

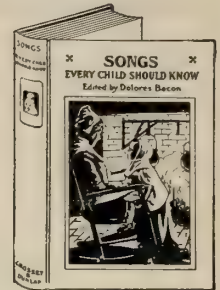
POEMS. By Rupert Brooke 75c

ESSAYS. By Alice Meynell \$1.75

POEMS. By Alice Meynell \$1.75

12 NEW VOLUMES IN EVERYMAN'S LIBRARY
TO BE ISSUED SHORTLY

GROSSET & DUNLAP'S JUVENILE ANNOUNCEMENTS FOR 1915



EVERY CHILD SHOULD KNOW SERIES

A new and greatly improved edition of this remarkable and valuable library for boys and girls. With individual wrappers and frontispiece in four colors, and illustrated cover linings. 12mo. Cloth. 50c per volume, net. Postage 10c extra if mailed.

Birds Every Child Should Know
Earth and Sky Every Child Should Know
Essays Every Child Should Know
Fairy Tales Every Child Should Know
Famous Stories Every Child Should Know
Folk Tales Every Child Should Know
Heroes Every Child Should Know
Heroines Every Child Should Know
Hymns Every Child Should Know
Legends Every Child Should Know
Myths Every Child Should Know

Operas Every Child Should Know
Pictures Every Child Should Know
Poems Every Child Should Know
Prose Every Child Should Know
Songs Every Child Should Know
Trees Every Child Should Know
Water Wonders Every Child Should Know
Wild Animals Every Child Should Know
Wild Flowers Every Child Should Know

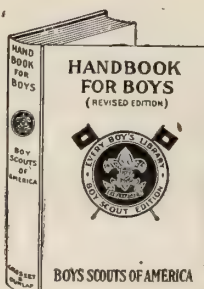
EVERY BOY'S LIBRARY—Boy Scout Edition

OFFICIAL BOY SCOUT LIBRARY

Six New Titles Ready October 1st.

12mo. Cloth. Price 50c per volume, net. 10c extra if mailed.

Jacket in four colors and gold.



There is but one series of books bearing the name "Boy Scouts" that has the sanction and endorsement of that great organization, The Boy Scouts of America, and this is it. You owe it to your customers at all times to carry in stock and recommend these books.

The Last of the Plainsmen	Zane Grey
The School Days of Elliott Gray, Jr	Colton Maynard
Ungava Bob; A Tale of the Fur Trappers	Dillon Wallace
The Wireless Man	F. A. Collins
The Boy's Book of New Inventions	H. E. Maule
The Wrecking Master	Ralph D. Paine

PUBLISHED JUNE 15th, 1915

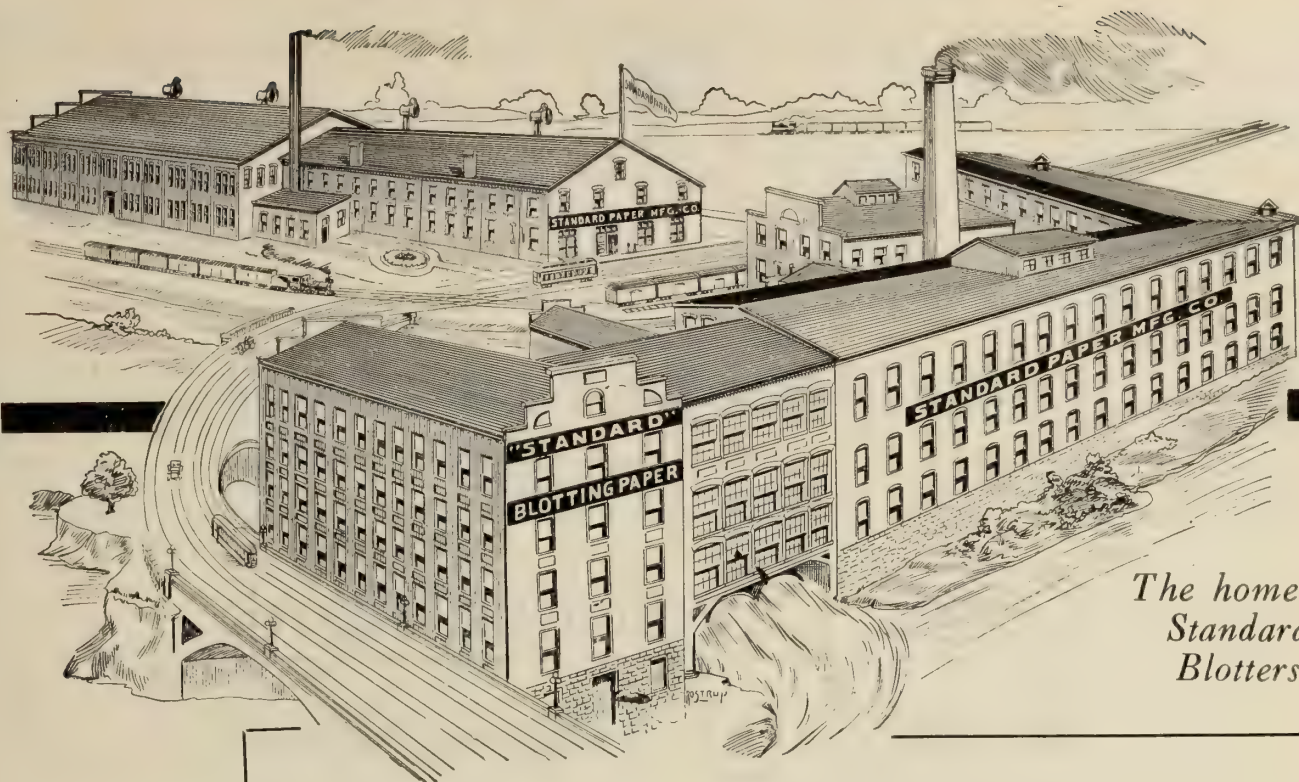
Bartley, Freshman Pitcher. Wm. Heyliger
Be Prepared A. W. Dimock

Boy Scouts of Bob's Hill. Chas. P. Burton
Handicraft for Outdoor Boys. Dan Beard

Thirty more titles in this series. List furnished on request.

GROSSET & DUNLAP, 526 West 26th Street, New York

BOOKSELLER AND STATIONER



*The home of
Standard
Blotters*

Standard Brand Blotting Papers

UNIFORM
IN
QUALITY

None but the man who blots with a blotless blotter can appreciate the standard and uniform quality of Standard Brand Blottings.

Your customers who buy Standard Blottings, including: "Standard," "Imperial," "Sterling," "Curl," "Prismatic," "Royal Worcester" and "Defender" (Enameled), will appreciate your good judgment in selecting them.

They are made from selected cotton stock with smooth, firm finish and in various shades.

Send for samples of qualities and colors of Standard Brand Blottings.

Standard Paper Mfg. Co., Richmond, Va.

Largest Producers in the World of Fine Blottings.



MAKERS OF

Cards, Envelopes, Blank
Books and High-Grade
Papeteries of all kinds
in the largest stationery
factory in the world.

Established Over One Hundred
and Ten Years.

John Dickinson & Co., Limited

MONTREAL
216 Lemoine Street

TORONTO
77 Wellington Street West

BOOKSELLER & STATIONER



DEVOTED TO THE INTERESTS OF THE
BOOK, STATIONERY & KINDRED TRADES



Vol. XXXI

TORONTO, OCTOBER, 1915

No. 10

EDITORIAL SURVEY

"PRO AND CON"

RETAILERS should learn to value the other man's time as well as his own. It isn't a square deal to keep a traveler in town until the next interests of merchants at all times. This subject of wasting the other man's time is pointedly dealt with in the following paragraphs which appeared in a recent issue of a Chicago trade paper:

It is unquestionably wrong to waste another man's time if you can help it. Some men who are in a position to make others wait for them do not always appreciate this fact.

"Many a time," said a salesman recently, "I lose the very heart of the day waiting around to see some buyer who doesn't care anything about my time. Just the other day I called to see a man of that kind, and it took over an hour out of the best part of the forenoon just to learn that he would prefer to see me the next day. I was one of four men waiting outside his private office while he was talking with a fifth. When we had been there some time the door opened and the other man started to go. As he stood with one hand on the knob making a few parting remarks, the buyer said, 'By the way, did you ever hear that one about the Irishman and the horse?' The other evidently hadn't heard it, for he went in again and closed the door and didn't come out for fifteen minutes. And while they enjoyed that story and doubtless several more like it, we four were waiting—and the fact was plainly known."

On the other hand travelers, while admittedly considerate of the merchants' time and interests, come in for criticism in this issue of a variety which has not frequently been voiced. They are charged with being short of ideas when dealers appeal to them for suggestions to help them in different phases of general business policy. This is set forth in a most interesting manner in a letter from a retail bookseller and stationer which will be found on another page.

It will repay every commercial traveler to read and carefully digest that letter.

IT IS NET PROFITS THAT COUNT

EVERY time a merchant is tempted to make a sale at a cut price he should remember that it is the net profit that counts, not the total sales. The business exists solely for the profit it makes. If it makes no profit it is not a success. The merchant's

business can grow only by making a profit. Every new thing that comes into store must be paid for out of the profit. Every dollar you take out of your store outside of your salary must come out of the profit. Otherwise you will meet trouble sooner or later.

"It is the net profit that counts, not the total sales." Every sale made at a loss takes away that much profit from a profitable sale. Every sale made at cost means that much opportunity for making a profit gone. Every sale made at a profit adds that much to your other profits. If you don't get the profit, how can you ever have it? If you don't ask a profit, how can you ever get it?

Better small sales with some profit than large sales with no profit. Make your sales as big as you can, but always make the profit just as big in proportion.

BE ALIVE AND AWAKE

NEVER more than at the present time was it necessary for the retail merchant to be alive and awake to what is going on around him. He is confronted with problems that were unthought of by his grandfather and only dimly sensed by his father. Success in the business world to-day comes to the man who takes full advantage of the opportunities that are before him. This must be done actively, not passively. The time is past—never to return—when the retail merchant could sit in his store and wait for trade to come to him.

In this day and age he must go out after business progressively. The other fellow is doing it, and unless you also do it, you will be distanced in the race. The self-satisfied man, the man who will not learn and the man who is asleep at the switch will alike be relegated to the industrial scrap heap of the bankruptcy court or the office of the trustee.

The Maclean Publishing Company LIMITED

JOHN BAYNE MACLEAN - - - - President
H. T. HUNTER - - - - General Manager

PUBLISHERS OF

Bookseller and Stationer and Office Equipment Journal

ESTABLISHED 1885.

FINDLAY I. WEAVER - - - - Manager

CABLE ADDRESSES

CANADA: Macpubco, Toronto. ENGLAND: Atabek, London, Eng.

OFFICES

Montreal 701-702 Eastern Tp. Bk. Building. Phone Main 1255
Toronto - - - - 143-149 University Avenue. Phone Main 7324
Winnipeg - - - - 34 Royal Bank Building. Phone Garry 2313
New York, R. B. Huestis, 115 Broadway, N.Y. Phone Rector 8971
Boston - - - - Room 733, Old South Building. Phone Main 1024

GREAT BRITAIN—

London - The MacLean Company of Great Britain, Limited,
88 Fleet Street, E.C. E. J. Dodd, Director.
Telephone Central 12960. Cable Address: Atabek, London, Eng

SUBSCRIPTION

Canada, \$1; United States, \$1.50; Great Britain and Colonies, 4s.
6d.; elsewhere, 6s.

PUBLISHED MONTHLY

STAFF CONFERENCES

IT is of the utmost importance that there should be the highest degree of unanimity between employer and employees in promoting the welfare of any business. If there is any dissatisfaction whatever, there is something amiss and it is up to the employer to be in such close touch with the employees, that he will naturally learn of it and be able to properly deal with it. He should invite free criticism of methods in use or of the business policy, providing, of course, that it be offered in the right spirit. There are naturally frequent evidences of unreasonable complaints by employees, coming frequently from the least competent. These also have their value in that they help to reveal such incompetence and in some cases lead to giving the post occupied by an employee of doubtful value, to someone else more able to fill it.

Staff conferences are invaluable in cultivating the desirable element of co-operation. The most important results may not be crystalized at the conference itself, but as a result of the thought individually devoted to topics discussed or proposed for subsequent discussions. The big thing gained is that it fosters the most active interest of everybody connected with a concern and this simply cannot fail to bear fruit.

As a starter, in calling a conference, suggestions might be called for with a view to building up some particular branch of the business which the merchant feels has not been sufficiently productive. Then in

turn, different departments could be taken up with occasional discussions of a more general nature.

This idea, if carried out, will materially benefit any business.

GOOD IN ADVERSITY

ONE of the largest firms in the world, engaged in the manufacture of farm implements, etc., in a recent issue of its house organ directed the attention of its employees to the following:

"Observation of the relative achievement of different periods leads us to believe that it is not hard times we as a company should dread so much as periods of easy business. The last year, supposedly one of close sales and hard sledding, has brought much to our organization that is desirable.

The loss of business in certain parts of the world has led us to investigate the possibilities of the remaining territory and has led to a salutary intensive cultivation of sales. It has served to teach us the boundless possibilities of any given territory provided we will concentrate upon it. With our organization and its equipment we can develop an amount of business hitherto unsuspected.

The individual employee, also, has learned much from his experience that will be helpful to him throughout life. Forced economy had reduced the amount of assistance each man has had in the past and all have been compelled to assume greater burdens of work. We have learned that a man can do two or three times as much as he would have believed in easier times, and do this as quickly and thoroughly as ever. We have learned the results that may be secured from concentration and the careful investment of time and energy.

It is in times of plenty that we tend to grow fat and lazy, but in times like these we uncover hidden possibilities."

Just as this large corporation has uncovered hidden possibilities, so have many wholesale and retail dealers throughout Canada. By intensive cultivation of their territories many firms have kept their sales so far this year, on a par with the sales of corresponding periods of former years. In many cases there are retailers whose business this year will reach larger proportions than in any previous year in the history of their business careers.

SHOW YOUR GOODS.

YOU can't expect your customers to know you have a certain stock of goods if you keep them hidden under the counter. Display your novelties and other merchandise in such conspicuous places and attractive manner as to invite inspection. Create interest, arouse desire to possess and you will find increased sales the inevitable result.

Distinguishing Features of This Year's Cards

With Some Incidental Remarks on the Need for Carefully Guarding the Reputation of a Store

EVERY bit as extensive and diversified as ever are this season's holiday greeting cards, and this applies to the Thanksgiving and Halloween novelties as well, but there is noticeable a higher percentage of genuinely artistic productions, plainer and more pleasing designs than the over-wrought and highly decorative conceptions of former years.

The growing popularity of steel die greetings in the last two or three seasons is typical of this improvement in the public taste. This year marks the greatest step forward that has been taken in this direction.

The betinsed, gaudy-colored cards have been reduced to a negligible quantity.

The elimination of the German-made cards has had much to do with the distinct improvement which has manifested itself this year. The goods offered to replace these are better. Even had no war occurred the growing demand for more refined cards would have had to be met and it is due, in the last analysis, to the buying public, that the greeting cards of to-day are more subdued in color.

In consequence of this the wise stationers this year will stock only a minimum of the brilliantly lithographed cards and will concentrate their efforts upon cards of genuine artistic worth.

Just here it may be well to say that the dealer should so direct his efforts as

to gain for his store a reputation for selling "the right thing" in these greeting cards. It will prove a most valuable asset to gain a reputation of that sort. If the public becomes imbued with the belief that a store is "dependable" in these questions of good taste, the result will be most beneficial to that business.

Every merchant's earnest effort should be directed toward earning such fame.

Name cards with a simple embossed holly wreath or similar timely decoration, will be highly in favor this season with customers who desire to put a distinguishing touch to their remembrances.

Stationers will find that despite the war year they will be able to sell a greater proportion of higher priced numbers simple and dignified in design with an artistic suggestion as to the season.

Two-page folders, in two or three colors, with appropriate sentiments, will be noticeably strong in the season's selling.

Buy Discriminately

Conversation with wholesalers and their traveling salesmen, reveals the wonderful difference in the method of buying on the part of dealers. By the very remarks of some buyers it is evident that they are virtually "purchasing agents" for certain of their customers among the better class people of their communities. That is, these merchants have acquired that very reputation re-

ferred to in the foregoing as being so desirable, that their customers defer to their judgment as to what cards they should purchase. Therefore, in placing orders for certain cards, the dealer has in mind the very people to whom they will sell these cards. That is the element the writer has in mind in introducing that term, "purchasing agent." In varying degrees this element should enter in buying at all times.

Some dealers go to the other extreme. They are ever on the look-out for "jobs." They will buy last season's left-overs—the numbers that were plugs—and think that they are buying wisely when they get these cards at, say half their original wholesale cost.

As a result they will allow their stores to become dumping grounds for job lots of this sort and the natural outcome is that the stores instead of getting a reputation for carrying the best selections become notorious as depositories for second-rate goods and from that there are only a few steps down to the "junk shop" class.

The retail stationer should avoid the danger of such notoriety as he would a pestilence and in every essential of conducting his business should keep the reputation of his store up to a high plane. No element is more important than the choice of goods purchased for the stock to be offered for sale.

The 1916 Lines of Easter and Other Season Cards

With Some Incidental Remarks About the Advisability of Observing the Utmost Care in Selection on the Part of Dealers—A Buying Policy Advocated

EASTER cards for 1916 are now being shown by different publishers and jobbers. Distinctive features are the die stamped, plate printed and hand-colored numbers, worked into the creation of some of the most beautiful and artistic Easter greeting cards ever presented for the approval of the trade.

Flowers beautifully hand colored by clever artists have the daintiest possible gold-stamped border, which seem to bring out all the natural colorings the more. The unique use of panels and backgrounds is worked out with striking originality and with beautiful effects.

The best cards are not over-decorated. The class of trade desiring gaudy and flaring colorings is catered to by productions of a different class altogether, but those referred to in the foregoing are

intended to satisfy the tastes of those who wish daintiness and refinement.

No one can well avoid the popular Easter subjects of flowers, rabbits, colored eggs, religious decorations, etc., on Easter cards, but in the treatment of these subjects lies the secret of the successful catering to high-grade patronage.

The sentiments on Easter cards are often the stumbling block to successful sale. The leading publishers have recognized this by treating the message in the simplest possible form of only a few well-chosen words, to which the sender may easily add a personal touch of his own if desired. A careful avoidance of over-strained sentiment is characteristic of the high-grade cards.

Of course, along with the Easter line will be shown other greeting cards for

every possible occasion in very complete assortments.

Birthday Cards

Birthday cards—naturally every day being somebody's birthday—are year-round sellers; but the tendency is to show especially complete assortments of these at this time along with Valentine, St. Patrick, Easter and the other special event cards associated with the late winter and early spring trade.

Buy Carefully

Bookseller and Stationer wishes to urge the retailers to give plenty of forethought to the question of buying these lines for 1916.

The travellers are setting out now with these samples. There may be a tendency on the part of some dealers to

rush through the sample rooms, placing orders hurriedly. This is a mistake. They should carefully weigh the merits of every item they buy. While it is unwise to spread purchases over too great a number of firms, it should be kept in mind that all lines are worth seeing. The traveller will appreciate the visit to his sample room of even the merchant who doesn't buy his line. This at least shows good will, and very often merchants who follow this practice are able to supplement their main purchases by additional items of a strikingly original and meritorious nature.

Advertisers in their announcements to the trade frequently request dealers to wait for their travellers before placing orders.

Naturally, all houses endeavor to get good lines. They must do so to keep in the race, but no dealer can buy all the good lines—they couldn't sell them all. However, this question is one that merits the merchant's closest attention. He should think it out, and thus evolve a buying policy that will not only assure the ordering of as good and as representative a line of cards for his trade as it is possible for him to procure, but at the same time such a policy will systematically preclude the possibility of over-buying.

Profitable merchandising naturally depends upon successful selling of goods, but the merchant should never lose sight of the fact that his buying is every bit as important.



Valentine Novelties

One New Idea in Folders Burlesques the Courting of Love-Lorn Swains and Then Shows the Winning Suitor — New Postcards

A NOVELTY shown by the Copp, Clark Company is a booklet in heart shape in the regulation red, which opens and has a decidedly original series of pages folding in the middle, horizontally, revealing a series of pictures of love-lorn swains, including "The College Fusser," "The Country Loot," "The Silly Old Flirt," and finally the true lover, all in attitudes of devotion to the delectable maid depicted to the left on the inside of the cover page. The title on the cover is "All the World Loves a Loving Lassie."

In postcards, this year's valentine offerings are as attractive as have ever before been shown. Particularly appealing is a series of "Sweetheart" postcards, with valentine greetings, which are meritorious, especially for the color reproductions of the fine work of the artists setting forth the charms of different types of blonde and brunette beauties.

GET BUSY, WHY MARK TIME? Push Sale of Personal Christmas Greeting Cards—Great Profit in Store for Those Who Go After This Trade in Earnest.

(By a Staff Writer.)

Enquiry among Toronto stationers reveals the fact that some of them have done practically nothing toward taking orders for personal Christmas Greeting Cards.

Meanwhile direct representatives of certain publishers of greeting cards who have passed up the retailers be-

selling the cards for a retail stationer who was allowing him 20%.

"That's pretty good, isn't it?" he asked.

I agreed that it was and tried to give the lad a few tips to help him land some orders.

The dealer who sent him out has the right idea and besides having representatives take out his samples he is busy introducing them to people who come into his store. That is the programme that other retailers could well adopt.

Friend stationer, do not allow another day to pass without getting busy after this business. Who did you sell personal greeting cards to last year? Get after them again. Develop interest in your sample books not only by personal introduction and by sending representatives out to show them to people in their homes but also by advertising. Even liners in the newspapers will do this work effectively.

Observe how one St. Catharine's store advertises Personal Christmas Greeting Cards by the accompanying reproduction of a newspaper advertisement.



Cards for Fraternal Orders

Something quite new in the private greeting card line is being placed before the trade by Packard Brothers of Montreal. The New Card, which is for members of fraternal orders, is plain white. In the top left hand corner, in gold, is embossed in a panel "Fraternal Greetings," while in a square in the bottom right hand corner, is the emblem of the order. A suitable greeting appears on the inside. The card is carried in stock for such societies as Masonic, Odd Fellows, Sons of England, Royal Guardians, and Knights of Pythias. Cards for other societies and clubs are also to be obtained if the die necessary for the emblem is furnished.



Advertising Crepe Paper

The following from a Toronto department store advertisement, is reproduced because of its suggestive value to retail stationers:

Here is an opportunity for every lady in Toronto to learn what can be done with crepe paper. Mrs. Wilson, from New York, will give free instruction for the next two weeks in the Stationery Department on the making of Candle and Lamp Shades, Baskets, Paper Flowers, Fancy Costume, Dressing Rope Weaving. The material is quite inexpensive and many beautiful things may be made at little cost.

This is the first display of the kind ever held in Toronto, and we invite you to pay us a visit, and you will learn something quite new and fascinating.



The more a customer tries your patience, the better it will pay you to keep your temper.

Order Your CHRISTMAS CARDS from Us Now

We have an exclusive line of personal greeting Cards which we would be glad to show you at any time.

Order early and get the best of the first selections in the city.

**GREENWOOD'S
LIBRARY
Stationery Shop**

149 St. Paul St. Phone 93

cause they could not get satisfactory co-operation are calling on people who should be good prospective purchasers of these cards at the stationery stores?

A rap came to my door the other evening and there stood a lad of about twelve or fourteen with a big sample book under his arm. He said he was trying to get some money to help him get a business college course and was

HOW OTHER STATIONERS DO THINGS

THE OTHER MAN'S STORE

Education to enable the merchant to meet the ever growing competition is more and more in demand. A school to attain this education is open constantly to the enterprising and receptive stationer. This school is the other man's store, and your summing up of his store and his policy is unconsciously a comparison with your store. Here is where the necessity for the education of the bookseller and stationer comes in—namely, to enable him to see the weakness of his own store.

A case full of books will not give as much practical and usable information as three minutes in the store of some dealer who handles about the same line, and carries about the same stock, in a similar territory a few miles away from your town.

A store much larger may not afford a profitable field of observation, because it is inclined to suggest an unequal comparison. One wants the advantages of the same big stock, handsome fixtures and a larger force, etc., which does not fit in with one's present circumstances or locality. You may safely take any detail to be used in your store when it applies, but to try to adjust your stock and store to the conditions and usages of a big store is to create "a misfit" in every sense of the word.

SELL MORE WHITE PENCILS

A. B. Paris, of the Joseph Dixon Crucible Company, has supplied Bookseller and Stationer with some interesting points that will show the way to dealers for increasing the sales of white pencils.

He points out that most people have vacation prints taken either by themselves or friends and the desirability for mounting these in an album. That done, each picture should be titled, answering the who, which, where and how enquiries of friends.

Eastman's paid \$100,000 for the privilege of making Kodak pictures tell part of the story; each album should

complete what's lacking. Photo albums with descriptive titles become something of interest rather than a bore to waiting callers. "Too much trouble? Don't want to bother with pen and ink? Then don't," advises Mr. Paris. "There's a neater, more cleanly, convenient and quicker way of marking in your album. Insist that your stationer, photo supply dealer or photographer furnish you with a white crayon pencil. There are many other uses for it, such, for instance, as marking proofs, blueprints and all other dark, rough-finished papers, and if you happen to be a woman, for marking designs, patterns, etc., upon all dark cloths."



This illustration shows the bright stunt devised by J. J. Wood, of The Burrows Company, Cleveland, windows being cut in the temporary structure over and around the sidewalk during reconstruction of the store front. Books, kodaks, stationery and office supplies occupy the display spaces, which are lighted with x-ray lights that make the windows very conspicuous. This half-tone is reproduced through the courtesy of "The National," the house organ of The National Blank Book Co.

How to Sell More International Sunday School Aids

ALTHOUGH it may seem early to begin the selling of Sunday school helps for 1916, booksellers will find it a paying scheme to begin booking orders for Peloubet's, Tarbell's, and Arnold's notes, "The Gist of the Lesson," etc. It will be found an easy matter to get Sunday school teachers and students who are in the habit of buying one or more of these books to place their orders in advance. They will appreciate the interest thus shown by the dealer, and the latter will find that the pursuit of this method will naturally mean more sales.

Customers whose attention is brought to this subject so well in advance of the

time when they will actually require the books will be likely to talk about them to others interested in Sunday school work, thus the spreading interest will tend to increase the demand. This is one of the many specialized branches of the book business which can be wonderfully developed.

The book trade is rich in such opportunities. All that is necessary is alertness and push on the part of the bookseller. In passing it may be well to mention here the rich opportunity for bookselling that is afforded by the wide practice on the part of Sunday school teachers of giving Christmas gifts to their pupils. A Sunday school lesson

help is what is frequently given, and in the majority of cases books are the gifts chosen for this purpose. This fact should be borne in mind by the book merchants. Logical action on their part will materially enhance their 1915 book sales.

Sunday school requirements, such as class books, should be adequately stocked to meet certain demands. These various books should be well advertised.

It is a good bet that most booksellers can sell five Sunday school books where they sold one in former years, if they will assiduously develop the suggestions that have been briefly hinted at in the foregoing.

ACROSS CANADA TRADE NEWS

GEORGE STEWART, back from his trip through the West in the interests of McClelland, Goodchild & Stewart, tells of better business conditions, especially in the Middle West. The retail trade were in a much more receptive mood than last year, he said, making his trip one of encouraging success.

The bumper crops had much to do with the improved state of trade, greatly augmenting the confidence of the merchants. At Edmonton, Mr. Stewart heard of one farmer whose farm made the good showing of 72 bushels of wheat to an acre. The Westerners were talking business to a greater extent than war, indicating that they were attending strictly to business and thus not only assuring greater profits in their mercantiling efforts, but doing their bit to promote better business generally in this stressful year.

Bookseller and Stationer is informed that James Brown & Son, the Glasgow publishers who issue the official publications of the Boy Scout Association, are now represented by McClelland, Goodchild & Stewart as sole agents for Canada. In this connection, as a tip to retail booksellers, it may be mentioned that there are now 17,000 boys in the Scout organizations of Canada. Each of these boys is a prospective customer for books and other supplies required by the Boy Scout organizations, and the influence of the present war will be such that in the coming years far greater interest than ever before will be taken generally in the Boy Scout movement. Such publications as "Boy Scout Tests and How to Pass Them," "The Boy Scout Diary," "First Aid Book for Boy Scouts," "Knots and Splices," "Flags of All Nations and Colonies," in correct colors and "The Union Jack" are saleable not only to Scouts and Scout organizations, but make a far wider appeal than that.

New Glasgow, N.S., Sept. 10.—E. Y. Thomas has opened a book and stationery store on Main Street.

New York, N.Y., Sept. 10.—W. A. Berry, formerly with the United States Playing Card Company, and for the past

two years manager of its Toronto plant, has decided to become a retail merchant. He has opened a modernly equipped store at 3750 Broadway, New York, which he has stocked with a complete line of stationery and office supplies. The many friends of Mr. Berry in the trade will wish him a prosperous career.

Hamilton, Ont., Sept. 28.—George E. Peene, representing Buntin, Gillies & Co., Hamilton, left recently for the West. He will visit the principal cities, showing this firm's newest offerings in staple stationery, in addition to the bread-and-butter lines that form the basis of the stationery trade.

Hamilton, Ont., Sept. 28.—Harry Faircloth has established a book and stationery business at 303 Barton Street East, in this city.

Oshawa, Ont., September 28th.—The Canadian Toy and Novelty Co., are so busy turning out goods to fill toy requirements of the trade that negotiations are now going forward looking toward an extension of the plant.

The head office of the Office Specialty Company has been transferred from Toronto to Newmarket.

Kingston, Sept. 30.—Capt. Frank Lee is in camp from Lindsay conducting examinations in signalling in connection with the signalling class of the 59th battalion. Captain Lee is an old Kingston boy and formerly worked in the news store of Tom McAuley. He now holds a commission in the 45th regiment.

Nokomis, Sask., Sept. 23.—R. H. Norris, who has conducted a successful drug and stationery business in Nokomis for the past eight years, has disposed of his business to Thos. Hawley, of Semans. The new proprietor was a resident of Nokomis for about three years. Mr. Norris will continue the business until November 1st, when Mr. Hawley will take it over.

Adam Brickman, formerly of Stratford, Ontario, who has for the last three years been a member of the sales force of the A. S. Huswitt Company, Toronto, has joined the colors as a member of

C Co. of the 74th Battalion. On the occasion of severing his connection with the Huswitt Company, he was presented with a wrist watch, also a pipe.

Toronto, Sept. 28.—F. Allen Ashford, 287 Brunswick Avenue, Toronto, who has joined the Divisional Signal Corps for overseas service, was presented with a handsome military wrist watch by J. H. Woods, vice-president of the Fancy Goods Co., of Canada, with which firm he has been connected for nine years.



A GOOD RECORD

How amazingly the call to arms has been answered in Scotland is illustrated by the record of the famous paper-making firm of Pirie and its employees. There were ten members of the family eligible to go to the front. Eleven are serving, one being long past service age. Of the office staff thirty-seven were eligible and sixteen are serving. Of the employees 180 were eligible and 140 are now with the colors, most of them in the Gordon Highlanders, recruited in Aberdeen and the adjacent region. Conscription would not greatly increase the supply of men from Scotland.



AWARDED A GRAND PRIZE

Details received regarding the prizes given the Eaton, Crane & Pike Co., of Pittsfield, Mass., in connection with their exhibit in the Department of Varied Industries at the Panama-Pacific International Exposition, showed that the decision of the jury of judges in awarding the Grand Prize covered their entire products. All of the Grand Prizes were given out on the point system, each point covering the high standard of the product, the instructive and educational value of the exhibits, the excellent character and high business standing of the concern, the value to society of such a product, its usefulness to the country in upholding the standard of manufactures, and the country-wide interest manifested in each exhibit.

New Ideas in Toys

Some Later Novelties in Wood Toys
—Toys That Have an Educational Value Sure to Sell.

IN toy lines as in all others buying is late, and there is yet an unusual bulk of the buying to be done. Buyers, it would seem, have waited to gauge conditions before placing final orders, and as trade is shaping there should be good business ahead. Toys this season will either be the product of the Canadian, American firms, or made by Britain and her Allies, and the trade will await because of this condition the opening of the Christmas season with great interest.

Many novelties are shown in wood toys. A new line originality are the "playtown" villages. These villages sell at a popular price and consist of the miniature silhouette of houses, trees, farms, fences, animals, and men cut out of blocks of solid wood. There are fourteen blocks in each set, and they are painted on both sides in oil colors and water-proofed. These toys will appeal both to the children and to their elders as they are sanitary and almost absolutely indestructible.

The same firm are also showing wooden toys in knockdown form. These toys are blocked out in angular forms and the curved line of beauty is totally absent and in places they are irresistibly comic, and should furnish endless amusement to the little folk who are lucky enough to be given a set. There are numerous wooden dolls and animals, and as arms, legs, heads and other parts are interchangeable, some idea of the amusing possibilities and of the fun that can be had with this toy can be conceived.

Another clever mechanical toy comes in wood. It consists of a large number of wooden spindles which are to be fitted into perforated wooden discs. The sand comes in a wooden container which also forms a hopper with a plunger fitted into the centre to regulate the flow of sand. Pulley wheels go with each set so that belt connection can be made with mechanical toys, and there is a fan to run it by wind power. These toys are so made that each set may be fitted into another and the sets may be combined to make a number of building toys.

Lines of toys and games that have an educational value are particularly strong this season. Children love modelling and there are several brands of modelling material on the market for which special merits are claimed. These materials are put up in attractive boxes with sheets of simple articles to copy. The material comes in a list of colors, and thus the eye is educated in the combining

of colors as well as the imitating of natural forms.

Kintergarten embroidery sets are sure to meet with the approval of the small girl who wants to do fancy work like mother. These sets are popular-priced and are packed very attractively. The patterns are selected for their simplicity and because they come in easy stitches. The colors are bright, and besides the pattern and material for working the sets consist of embroidery hoop, needles, scissors and thimble.

Because there is a shortage in glass beads, beads are being made of wood brightly enameled and smoothly finished and these are put up in various ways for children to string into necklaces, etc.

Painting sets are always popular, and this year besides attractive boxing, particular attention is being paid to the quality of the paints.

The committee as at present constituted number among its members Miss Ballour, Lady Brassey, John Blackburne, Mrs. Curtis Brown, Lady Donaldson, Sir Bartle Frere and Miss Frere, Lady Gomme, the Hon. Mrs. Edward Guinness, Admiral Sir William Kennedy, the Hon. Lady Lawley, the Hon. F. F. Macnaughten, Lady Margaret Proby, Lady Margaret Sackville, Lady Swathling, Lady St. Cyres, Lady St. Helier, Lady Jersey, the Duchess of Somerset, and Sir Francis Piggott.

Mrs. Kingsley Tarper gave a business-like description of the aims of the company and the method by which it intended to work. She mentioned that a great many of the toy workshops started in the beginning of the war had to close down after the December holidays, as they had no capital behind them to carry



TOY MAKING AT TORONTO EXHIBITION
Booth and work benches of Fairn Cooke & Co., of Toronto, which attracted much attention

ENGLISH TOY INDUSTRY

A preliminary meeting of the Central Committee of Toy Industries was held at 8 Hereford Gardens, Park Lane, London, recently, reports the "Queen." Lady Stamford, who took the chair, explained that the committee had been started to organize and co-ordinate the recently developed toy-making trade there. The article stated that there was no doubt but that a profitable and substantial trade could be built up if the organization was taken in hand at once. The members of the committee felt this very strongly, and for this reason banded together to take the necessary steps.

Toy making is particularly suited to rural and village conditions and as an occupation for women and girls. When the war is over, it may provide occupation for numbers who will be released from special war service. The committee hopes to co-operate with existing societies to encourage the employment of returned soldiers and sailors in toy-making under carefully supervised conditions which will be fair to other branches of the trade.

them through the slack season. The new company would be amalgamated with the British Toy Association, and in this way any overlapping would be prevented.



TOY MAKING IN HOMES

Quebec, Sept. 8.—"The Home Workers of Quebec" who promoted the toy-making industry in the homes, especially in rural Quebec last year, are proceeding with increased activity this year and will again hold an exhibition of home-made toys in this city. They are now endeavoring to spread the movement throughout Canada and have already secured the co-operation of cities like Montreal, Halifax and Edmonton, where similar exhibitions will probably be held. Quebec was one famous for the production of home-made toys and curiosities. In Germany the industry affords remunerative employment to a vast multitude. Indeed, there are whole towns and villages in Germany which live upon nothing else but toy-making.

More About New Toy Productions of This Year

(Continuation of the News Budget From New York's *Begun* in Last Month's Issue.)

WITHOUT any lengthy introductory remarks, I will proceed this month to further describe American-made toys suitable for Canadian trade, as a means of guiding those buyers who have not as yet completed their toy purchases for this year's holiday trading, and to endeavor to convince those dealers who in the past have not featured toys, games, novelties, etc., that there is big business to be had and satisfactory profits to be made in pushing the sale of these goods for which the demand exists. People do not have to be persuaded to buy toys. They must have them, and the dealer who offers attractive lines at satisfactory prices and ably introduces them, simply can't help doing good business with them, reaping good profits.

Crawling Kids

Character dolls on wheels are creditable offerings. The mechanism is simple and the dolls are very life-like when by simply pulling these toys by a leading string, the dolls creep in the regulation true-to-life manner. "Cycle kids" on velocipedes of welded steel and automatic character dolls operating truck hand-cars, are other feature numbers of one American factory.

Auto-Pin Blocks

A new builder block is called the Auto-Pin, by which various models, such as hand-sleighs, battleships, bridges, towers, etc., may be constructed. The various pieces have holes, and they are fastened together by inserting metal spring dowel pins. This is a line capable of great development in taking care of the trade for youngsters from five to ten years old.

War Games

In one warehouse I was shown a fine line of new war games, with remarkably fine reproductions of English, French, Russian and German soldiers. One of these games consists of a German fort, which is battered by allied soldiers with cannon, shooting actual projectiles at German soldiers at openings in the fort. Another is called the "Slam-bang" war game, soldiers on opposing sides being knocked down by means of a ball attached to strong elastic thread attached to a stick. This is an exciting game.

Toy Furniture

Many items of children's toy furniture are shown, and some of these are most creditable reproductions of white enamel finish as well as other colors. They run the whole gamut of household furniture.

Air Rifles Popular

Air rifles have always been popular,

but the war has still further increased the demand for them, and some new models are offered this season. They interest grown-ups as well as boys because of their genuine merit for target practice.

Peter Rabbit Toys

You have already learned of the "Pollyanna Glad Game" and other toys which have been made, because of the interest first created by characters in books are the famous animals of Thornton Burgess's bedtime stories made into playthings—Peter Rabbit, Buster Bear, Danny Meadow Mouse, Reddy Fox, Uncle Billy Porsum, Happy Jack Squirrel, and others.

Banks and Registers

There are toy banks that work like cash registers, adding the value of each coin deposited and registering the total on a visible dial. Quite an array of new models has been introduced this year.

Japanese Toys

In the warehouses of Japanese importers are shown in great variety toys from Japan, including character dolls, parrots, tea sets, furniture, boats, games, puzzles, stuffed animals, celluloid toys, mechanical and musical toys and military sets.

Toys of Rubber

Besides the regulation dolls, rattles, balls, many trick numbers made of rubber are being featured, and they have caught on very well, especially the daggers, hatchets, razors, which look dangerous, but prove great fun-producers when, for instance, the deadly thrust of an evil-looking dagger proves to be only a bluff. They are ready sellers for masquerades, fairs, conventions, as all practical jokers are certain purchasers. There are also rubber horse-shoes for playing the game similar to quoits.

Railway Systems.

Miniature railway systems include: "The Canadian Flyer," goodly reproductions, creditable mechanically, of correct design, fine finish and attractively priced.

Electric Boats

Electrically-propelled boats, including battleships, lake freighters, trawlers and motor boats are strongly featured by New York jobbing houses.

Sleeping-Eye Dolls

Non-breakable sleeping-eye dolls are being creditably produced by American makers. Notable dolls of this type are called the "Jam Kiddos."

New Pistols

Makers of toy pistols show new models, including a fifty-shot repeater, that looks, loads and performs like a real pistol.

Submarine Periscopes

A novel toy is the periscope, designed to sell at 25c on this side, which is bound to catch on with the youngsters, who, by means of it, will be able to hide behind any large object, and yet see what is going on about them without themselves being seen.

Metal Soldiers

Metal soldiers are sure to be a big line, and the child that has many relations can be sure of an army, for every branch of the service is represented; the Guards, the Highlanders, the Hussars, the Lancer regiments, Indian troops, men in khaki, artillery, batteries, marines, sailors, and last, but not least, boy scouts and scout encampments—all the units that the papers of the day are full of, so that the small boy can work out his own plan of battle. Boxes of metal soldiers come in all prices from 15c to 25c up, and more expensive are beautifully molded and colored. Boxes also come with forts, tents, trees, etc., and all the wherewithal for mimic warfare.

Naval Toys

Next to the army comes the navy. There are dreadnoughts, cruisers and battleships of all kinds, sizes and classes painted in the regulation shade of battleship grey. Then there are ships of tin that go by clockwork, and in this class besides battleships there are submarines and small craft.

Japanese Tin Toys

Though before the war started Germany had a practical monopoly of tin toys, there will be no lack of the familiar carts, fire reels, automobiles, push toys in the shape of butterflies, etc., and the numerous working toys that are made of tin. Japan has entered into the lists as makers of the cheaper grade of tin toys, and is offering very close reproductions of made in Germany tin toys.

America is in the field extensively with mechanical and electric toys as well as many other lines. Many of these toys make a directly educative appeal as well as furnish amusement. On this side of the water the toy that does something is always a favorite. Construction toys are even in greater favor than ever, and the engineering builder or construction outfits are finding a ready sale.

What's New in Hand Bags

Characteristics of the Season's New Types Being Introduced to the Trade—A Few Decided Novelties.

READERS will find the following paragraphs of value in guiding them as to the tendencies as regards handbags being shown just now in the large cities and being introduced by traveling representatives:

A line of hand bags that is attracting considerable attention is made from a new leather called Persian goatskin. It is a skin of velvety softness, with a texture that harmonizes admirably with the new corduroy coats.

They are being shown in a number of handsome shades, including the new blues, tans and grays. The lining, being of rich brocaded silks in handsome colors and attractive designs, add materially to the effect, and furnish a dainty finish.

Though many of the new bags are fashioned on the lines of those which were so popular last season, the trimming details give them an individuality, even though the shapes vary but little.

Fitted bags are not as numerous as they were last season, yet quite a number are amongst the latest productions. Amongst the many fittings are vanity cases, tiny fans, card cases, change purses, pencils, address books, all are packed into miraculously narrow limits, and the ingenuity employed in the planning of the bag fittings deserves unstinted praise.

Shapes and frames are varied; the types which apparently predominate above all others are the deep-pleated bag with covered frames and the envelope strapped bag. The most favored leathers are black seal and morocco, although many of the newest models are of fancy grains and colors. Fancy silk linings are quite prominent in the new lines and in nearly all the vanity mirror is retained and easily leads all other fittings.

A Recent Novelty in Hand Bags

A new hand bag which is not only novel, but practically safe and convenient has just been placed on the market. It is called by the manufacturers the "Two-in-one Under Cover Bag." The name is no misnomer as there are really two bags in one, the larger for the carrying of the usual necessities, handkerchief, etc., and the smaller for change.

Advantages claimed for this bag are that it is really a safety bag, as the opening of the flap does not expose the money or valuables that may be carried, they being in the secondary bag.

These bags are made in a large variety

of leathers, including pin seal, black and colored natural Morocco, Crepe Goat and Crepe Seal. They are fitted with the usual vanity accessories.

As is usually the case, black bags lead all others. There is, however, a somewhat limited demand for sand, putty color and battleship grey. Most of the new frames are perfectly plain and highly polished, but relieved by jeweled clasps. Bags with miniature elephants as clasps are a recent novelty.



New Items in Fancy Goods

Novelties Introduced For Fall and Holiday Trade

New Desk Sets

Desk sets are rapidly assuming an important position in the field of fancy goods. As in a number of other lines the American manufacturers have made such tremendous strides in the production of novel and artistic desk sets that they have practically relegated the foreign products of this kind to the rear.

Some of these desk sets are composed of from eight to twelve pieces; the more elaborate ones include, among other things, mounted blotter pads, shears, ink wells, paper cutters, paper and envelope racks, hand blotters, gongs, bells, letter scales, stamp boxes and numbers of other articles, even including desk lamps, either electric or alcohol.

Other sets are put up with a smaller assortment of articles, so that all purses can be accommodated, and, at the same time, articles of artistic merit can be secured without a very large outlay of money.

Some Novelties

Amongst the latest novelties on this order is a very attractive boudoir clock. A wooden block set on a similar base is covered with a handsome brocade in old rose, into this upright block is set a small round clock. The only decoration is a border of antique gold braid, which extends entirely around the front. These clocks are offered in three different sizes, retailing from a dollar and a half to three dollars each.

A large variety of articles can be secured to match the clock; the assortment includes picture frames, fancy boxes, candlesticks and desk fittings.

New Neck Ornaments

There has been quite a revival recently of the demand for neck ornaments of all descriptions, but the most favored seem to be those of black enamel combined with rhinestones. Cat heads are good and the outlook was never better for strings of pearls. These bead strings do not hang down, but clasp the neck closely.

Latest Fad in New York

Friendship Link Bracelets—Craze is Spreading Throughout the Country and to Canada.

NEW YORK, Sept. 25.—A tremendous business in the new "Friendship Link Bracelets" is being done in all parts of the country. These new bracelets are formed from a number of links, each of which locks automatically. The bracelet is started by putting one of these links on a narrow band of velvet ribbon with the owner's or the giver's initials on it; friends add links from time to time until the bracelet is completed.

These links, which are made in sterling silver and rolled plate, retail at twenty-five cents each, at which price a splendid profit is made by the retailer.

One very large manufacturing concern is making a specialty of these bracelets and is turning out hundreds of dozens daily. They put up the individual links nicely mounted on individual explanatory gift cards telling customers how to start the bracelet. These are put up thirteen to the dozen, the extra link is intended to be given away free, one to a customer, to start sales. Every woman who gets one of these free links is expected to start a bracelet and to begin to collect enough links from her friends to complete it.

A gross assortment, consisting of thirteen dozen links entitles the purchaser to a counter cabinet provided with an easel back in which the links are put up in the following manner: One dozen links are mounted on an attractive easel card which can be used as a separate display. Nine dozen links are mounted on small cards and are retained in the assortment case as reserve stock. The other two dozen links are used to show bracelets in various stages of completion and are also conveniently attached to cards for display use.



A Good Book Ad.

A double column five-inch newspaper advertisement of the Grigg Book & Stationery Co., Pembroke, Ont., lists the following books:—

"Increasing Human Efficiency in Business"; "How to Speak in Public", (By Grenville Kleiser); "How to Write Signs and Tickets"; "Electric Bells and How to Make Them"; "How to Sing" (by Lieli Lehmann); "Making Poultry Pay"; "The Country Life Movement"; "The Art of Chess" (By Mason); "Accounting Every Business Man Should Know"; "Common Sense Stair Building"; "Motor Car Principles" (by Whitman).

Making the World's Rags Into Vehicles of Human Thought

The Interesting Story of Paper Making—How Bond or Ledger and Writing Papers Are Made—The Making of Hand-Made Papers—How Water-Marks Are Put in.

By JOHN C. KIRKWOOD

PAPER is the matted or "felted" fibres of flax, cotton, straw, bark, grass, wood or hemp.

The fibres are the casing or walls or coverings of plant cells, and, in technical language, are called cellulose. As protectors of the cells they enclose, they are relatively strong and tough, being stringy and woody in their nature—this when they are freed from all foreign substances. In the manufacture of paper, the object of the paper-maker is to eliminate the glutinous, resinous, siliceous (containing silica) and other inter-cellular matters, and to produce the fibre as pure and as strong as possible.

The usefulness of a plant for paper-making depends upon:

The strength and elasticity of the fibres.

The properties of cellular tissue contained in them; and upon:

The ease with which this cellular tissue can be freed from the encrusting and intercellular matters.

Of the processes by which fibres are freed from trees and plants, grass and bark, it is not the intention to say anything here. This is a story by itself. This study is concerned with an enquiry into the processes by which fibres are prepared and "felted" or matted to form paper, with particular application to rag-made papers—"bonds" or "ledgers" and writing papers.

The processes for the manufacture of paper are practically identical for all grades of paper, the same general procedure being followed in the preliminary operations of all paper-making, and the same machinery being employed for the making of fine tissues as are used for the making of stout wrapping stock.

The Best Paper

Linen rags are used in the manufacture of the finest and strongest papers—the papers generally known as "bond" or "ledger" and "writing" papers. These linen rags are obtained as a rule from shirt factories—they are the waste of these factories—shirt-tails if you will.

Cotton rags are extensively used in paper-making. These are obtained chiefly from factories where overalls are made, being the waste or scrap of these factories. (Denim from which overalls are made is a cotton fabric.)

Other rags used in the making of

paper are shoe-clippings (shoe-linings), and the rags gathered by rag-men, and sold to firms dealing in rags.

In the manufacture of coarse papers, including news print, rags are not used, the fibres being obtained directly from wood, hemp, esparto grass and straw. One reason why rags are used is that they represent an advanced stage in the processes of paper-making; that is, the labor of freeing the fibres from the flax or cotton plant has already been performed, and all that needs to be done to prepare rags for paper is to restore or resolve the woven fibres once more into free fibres.

Turning Rags Into Fibrous Pulp

The first operations in the preparation of rags for paper are designed to make them thoroughly clean, and in the case of colored rags, to eliminate their color to make them white. If the rag-stock is in large pieces, these are cut up into small pieces of workable size, say, not larger than four inches square.

After being passed in bulk through a revolving duster to remove sand, dust, etc., the rags go to a boiler, the objects of this process being to remove dirt and color, and to decompose a particular glutinous substance present in rags, and which, if retained, would impair the flexibility of the fibres, leaving them "harsh" or stiff, and thus interfere with their easy conversion into pulp.

After being boiled in an alkaline solution for from six to twelve hours, the rags are passed on to a "breaker"—a sort of vat or trough in which is considerable machinery. The rag mass is made to circulate in this vat, clean water is turned into the mass to wash it, the dirty water is drained off, and the machinery cuts and "teases out" the rags into their original fibres, and brushes them into a uniform direction. This operation takes from two to four hours.

As soon as all signs of the textile nature of the rags are destroyed and the "brushing" process referred to above is completed, a bleaching solution is run in to bring the pulp to the required degree of whiteness. The rags in this pulpy, bleached state are called "half stuff." After draining, this half stuff is stored, being now ready for the next series of operations.

The Beginnings of Paper

Now begins one of the most important

and delicate of all the processes employed in the making of paper: namely, the "beating" of the half stuff to reduce the fibres into similar lengths and to beat them into a stiff pulp, having a consistency sufficient to absorb and carry the water necessary to "felt" them together on the wire cloth of the paper machine. Not only does every class of fibre demand its own special treatment, but this treatment has to be modified and varied in each case to suit the qualities and substances of the paper to be made.

The half stuff is placed into "beaters"—vat-like holders very similar in form to the "breakers" in which the half stuff is prepared. In these beaters is special "beating" machinery, and the contents are kept circulating as in the breakers.

Great skill and care in the manipulation of the pulp are required in this process, which takes from three to twelve hours to complete, according to the nature and quality of the paper to be made.

During the operation of beating, various materials and chemicals are added to the pulp for the purposes of sizing, "loading," coloring, etc. Papers for writing and most of those for printing purposes must be rendered non-absorbent of ink and other liquids applied to them.

Tub and Engine Sizing

This non-absorbency feature of paper is secured by the addition of a sizing material, of either vegetable or animal origin, which is either applied to the paper as a top coating, or is mixed in with the pulp during the beating process. In better grades of writing paper both methods of sizing are employed.

When the sizing is done in the beater, the paper is said to be "engine sized." When it is applied as a top coating (at a later stage in the manufacturing process), the paper is said to be "tub sized," since the paper web passes through a trough or tub in which is a very fluid size made of animal glue and alum. The vegetable size used in the beater is a pine sap or resin supplied commercially in the form of solid cakes. The function of this resinous sizing is to fill up the interstices of the fibres. The size when thus mixed in and when dried or heated on the cylinders in subsequent operations possesses the property of being with difficulty wetted with water.



This illustration shows a modern paper-making machine which has a length of quite 300 feet. The diluted pulp flows from the breast box on to the wire cloth (left) and is carried onward, being passed between numerous rolls, to the drying cylinders, which are steam heated, to be delivered finally to a reeling machine (on the extreme right). A machine of this type costs to install quite \$125,000.

The "Loading" of Paper

Except in the very best qualities of paper it is usual to add to the pulp in the beater a certain amount of cheap "loading" material, such as china clay or kaolin, or pearl-hardening. The addition of such loading to a moderate extent—10 per cent. or 15 per cent.—is not entirely in the nature of an adulterant, as it serves to close up the pores of the paper, and for ordinary writing, printing and lithographic papers, renders the material softer, enabling it to take a much better and more even surface or glaze. If added to excess, it is detrimental to the strength and hardness of the sheet.

Coloring or Tinting the Paper

The natural color of fibre inclines towards a yellowish tinge, and to produce the required white shade, red and blue dyes in proper amounts are added to the pulp mass in the beater. Similarly with respect to other shades or tints required—azure, pink, grey, golden rod, green, etc. The dyes are aniline (coal tar base) as a rule, but just now, owing to the difficulty of obtaining this class of dye and high prices, there is a tendency to use dyes of vegetables or animal origin. The objection to these dyes is that they do not give fast colors, and so the paper dyed with them may fade. Paper-makers under the circumstances are encouraging a more general use of white papers.

From the beater vat the pulp, now sized, loaded, and tinted, is passed into a beating engine, a horizontal cone-shaped vessel in which are revolving or beating mechanisms. Here the pulp is very thoroughly chewed as it were and made into a refined, dry and shredded mass. From this refining engine, the pulp passes into a huge storage vat or "stuff chest," in which revolves a vertical agitator whose function is to keep the pulp mass fairly loose and even in its distribution in the vat.

Making Pulp Into Paper

From the stuff chest or storage vat the pulp is pumped into a long upright supply box at a higher level, called the stuff box. This box communicates with the sand trap tables. With the pulp a certain amount of water is allowed to flow on to the sand table to dilute it sufficiently to "form" on the wire cloth of the paper-making machine. As its name implies, the purpose of the sand table is to catch or collect any impurities still remaining in the pulp.

From the sand table the diluted pulp passes to the "strainers." These are made of plates of brass or some hard and durable composition with fine parallel slits cut in them through which the fibres pass, all knots and improperly divided particles remaining behind. The pulp is made to pass through the slits by a rapid vibration of the plates themselves, or by a strong suction underneath.

From the strainers, the pulp flows into a long wooden box or trough called the "breast box," and thence on to the wire cloth of the paper-making machine. The breast box has the same width as the wire cloth.

Felting the Pulp

The diluted and strained pulp flowing from the breast box is now delivered to the paper-making machine and spreads itself over a continuous woven wire cloth supported horizontally by small brass rolls, carried on a frame from 40 to 50 feet in length. The ordinary gauge for the wire cloth is 66 meshes to the inch for writings and printings. For lower grade papers the mesh is coarser.

The water mixed with the pulp flows or escapes from the wire cloth by gravity and suction. Thus is formed on the wire cloth a web or mat or felt of saturated pulp which when dried and "finished" is the paper of commerce.

The wet pulp as it flows on the wire cloth from the breast box is confined on the sides by "deckle straps," made of vulcanized rubber. These prevent the overflow sideways of the diluted pulp from the wire cloth bed.

This endless wire cloth, revolving over end-rolls, carries the felted pulp forward, and delivers it to succeeding roller machines, whose function is to flatten out the felt mat and to squeeze out the water remaining therein.

Water-marking the Paper

Before, however, the felted web passes from the wire cloth machine it is made to receive its "water mark," if the finished paper is to carry one. The water mark is applied by a "dandy" roll—a light skeleton cylinder covered with wire cloth on which small pieces of wire are soldered representing the water mark. The light pressure of this wire mark on the moist web or felt forces apart the pulp, and makes the paper thinner whenever the contact takes place. This explains the greater transparency of the water mark design.

Before the paper leaves the wire cloth

machine it passes between what are called "couch" rolls, which by pressing out most of the moisture remaining, impart a sufficient consistency to the paper to enable it to leave the wire. These couch rolls are covered with a felt jacket.

The now fully formed paper is carried to other rolls to exhaust remaining moisture and to obliterate as much as possible the impression of the wire cloth from the under side of the web.

Dry the Paper.

The web is finally dried by passing it over a series of hollow steam-heated cylinders. The slower and more gradual the drying process, the better, as the change on the fibres of the web, due to rapid contraction, is therefore not excessive, and the heat required at one time is not so great and not so likely to damage the quality of the paper.

The drying cylinders are generally divided into two sets, between which is placed a pair of highly polished chilled steel rollers heated by steam, called "smoothers," the purpose of which is to flatten or smooth the surface while it is in a partially dry condition.

Tub-Sizing

If the paper is to be "tub-sized"—and nearly all high-grade bonds or ledgers and writing papers are tub-sized, it is, immediately upon being reeled off the last of the drying cylinders, led slowly through a trough containing a heated solution of animal glue or gelatine mixed with a certain amount of alum. Thus it is coated on both sides. This coating, as has been previously noted, is designed to render the paper non-absorbent of inks and other fluids. It is this sizing, hard in its nature, which enables erasures to be made without disturbing the fibrous body of the paper.

After passing through a pair of brass rolls to squeeze out superfluous size, the web is reeled, and allowed to remain for some time for the size to set.

The final processes consist of "calendering" the paper, of cutting it up into standard sizes, counting it into reams, and wrapping and packing ready for shipment.

The calendering process is passing the paper between highly polished rolls, which put a gloss on the paper's surface. If no gloss is required the calendering process is omitted.

Linen and Crash Finishes

An interesting process is the giving of

specific finishes—linen or crash for example—to certain papers. This is done after the paper is cut into standard sizes. Between individual sheets is placed a sheet of linen or crash of equal size. Then, when a quantity of these alternating sheets is made ready, they are placed in a press with zinc-surfaced top and bottom, and pressure is applied. When the paper sheets are removed, they are embossed with the designs of the linen or crash textures.

This concludes the story of making paper by machinery. It is worth while, however, to take time to say a few words on the making of hand-made paper.

Hand-made Paper

Only the finest qualities of rag pulp are converted into paper by the hand process. As may be conjectured, the hand process is slow, a week being required to do what can be accomplished in a day by machinery. At the same time qualities and effects can be obtained in hand-made papers not ordinarily possible when machinery is wholly used. Also, there are to be taken into consideration the sentimental or fastidious inclinations of the connoisseur.

The pulp is prepared in exactly the same way as in the case of machine-made papers. The point of departure occurs at the "stuff chest" stage.

The hand-made sheet, which obviously is of limited dimensions, and not a continuous web, as in the case of machine-made stock, is made on a mould of fine wire cloth held in a frame. This frame is designed to keep the pulp from running off, and extends slightly above the surface of the mould. It is called the "deckle."

To form the sheet the paper-maker dips the mould into a vat, lifting up just enough to make a sheet of required thickness. The water drains off, leaving the fibres in the cloth in a coherent sheet, the "felting" or intertwining being assisted by lateral motion. The movable deckle is then taken off, and the mould given to another workman, called the "coucher," who turns it over and presses it against a felt, and by this means transferring or "couching" the sheet from the wire to the felt. After a number of sheets have been thus formed, with felt in between, they are subjected to strong pressure to expel water. The felts are removed, the sheets are again pressed and dried, and are now ready for sizing.

If a pattern or name is required on the sheet, it is obtained by making the wire cloth in such a way that it is slightly raised to form the name or mark desired. The consequence is that less pulp body is there and the paper is thinner.

Hand-made paper is usually "loft" or "pole" dried. By this is meant that the sheets are suspended in lofts or on poles and allowed to dry atmospherically. Drying in this way permits a free and natural expansion and contraction of the sheet, and is non-destructive of fibre formation or life.

The Papers of Commerce.

Regarding the commercial classifications of papers, the following groupings adopted by the United States Census Commission in 1900, are given:

1. News—rolls and sheets.
2. Book—including cover, plate, lithographic, map, woodcut, cardboard, Bristol.
3. Fine—including writings and ledgers (bonds).
4. Wrapping—Manilas (rope or jute or hemp).
5. Straw.
6. Bogus Manila—(wood fibre).
7. Boards—binders' board (for book-binding), pulp board, straw board, news board (made from old newspapers).
8. Miscellaneous—tissues, blotting, building, roofing, carpet-lining, hanging (wall).

The Testing of Paper

In his testing of bond or ledger papers, one expert paper manufacturer submits them to the following trials:

1. Tears the sheet in such a way that it has a feathery edge. By this means he discovers the length of the fibres, and if they are closely knit. If the fibres are close-knit they will not separate easily. This means a strong sheet—one that will stand much handling.
2. "Tongues" the sheet; that is, pats the sheet against his tongue, to ascertain whether it is well sized. If not well sized the saliva will penetrate into the sheet. This would be a defect.
3. Examines the sheet for cleanliness (freedom from specks) by holding it up to the light. Specks get into the pulp from the rolls, from the pipes through which the pulp is passed (inside scaling), and as a result of unscreened windows or a dusty factory. Specks are a common blemish.
4. Examines the formation of the sheet (by holding it up to the light). Good formation is indicated by an absence of a blotchy or mottled body, by a uniformity of texture. A mottled sheet indicates that the pulp is not properly "beaten," or has a faulty formation on the wire cloth.
5. Examines the surface of the sheet by feeling it and by glancing across it held horizontally before the eye. If the sheet shows rough patches it indicates a fault in finishing: the rollers through which the paper was passed have not perfect contact with each other, and so

do not "lay" on the sheet uniformly, thus leaving unfinished or unsmoothed surfaces.

The Essentials of Good Paper

In concluding this short account of the making of paper it is interesting to record that a sheet of paper made from the newer and cheaper vegetable fibres differs little as a fabric from papers of the earliest epochs. But in the durability and tensile strength of papers of various kinds there are great differences. The longer and rougher the fibres, the stronger the paper. When the fibres are short and smooth the paper is apt to be brittle and easily torn. Also the fibres of some plants are better than others, the fibres of flax (linen) being the best of all.

Canada as a Paper-Maker

In the making of fine papers, as well as in other varieties of paper, Canada is fast becoming a competitor of all other countries. In the matter of her ability to make papers of the first grade she is not behind the paper-makers of other countries. If Canada suffers any handicap, it relates to the smallness of her consumption as compared with other more populous countries—the United States, Great Britain, France and Austria-Hungary, which with Canada, Belgium, Holland and Scandinavia, are the great paper-making countries of the world.

It has been observed that there is a striking relation between human intelligence and the progress of civilization and the quantity of papers consumed. Recent events lead one to question the absolute correctness of such a conclusion, yet it is comforting to reflect that Canada is a great newspaper country, a large producer of printed matter of all kinds, and that Canadians have been declared to be the greatest book-reading nation in the British Empire.



A successful country dealer said recently that he believed in advertising, and used circular letters and snappy, regular display advertisements in the local papers. These ads are changed every issue. He made the point that many dealers are wasting good money on advertising because of the fact that they allow their advertisements to run all the way from three times to repetitions of the same advertisements for months. But if they felt that the advertisement must be changed they would by natural practice become more competent and bring out advertising more and more interesting to the public, thus keeping their store in better touch with the trade. He stated that he advertises specific goods and posts his clerks on the merchandise offered. In that way his sales force backs his advertising efforts.

PROFITABLE PUBLICITY

ASKING TOO MUCH OF ADVERTISING.

Editor's Note.—The following article is from Printer and Publisher, and although intended for publishers of newspapers, it will be read with interest by merchants, both wholesale and retail:

A newspaper published a strong special article on a device or system of much interest to many of its readers. In the same issue appeared the advertising of several firms supplying the equipment to which attention was drawn in the news column. Because he failed to receive a single order for his machine, an advertiser complained to the publisher, and did not want to pay for his advertisement.

If orders for expensive machinery could be assured by the insertion of a single advertisement, newspapers would be filled to overflowing with the announcements of manufacturers and agents; and the probability is that publishers' advertising rates would be much higher than they now are.

Here is a point for advertisers to consider: the length of time a man or firm has done without a thing has a bearing on the length of time required to develop an implanted desire into purchase. It takes years sometimes for desire to translate itself into demand; suggestion

and appeal and the arguments of persuasion must be applied scores, hundreds—yes, thousands—of times before resistance and inaction are overcome, and the prospect becomes a customer.

If single insertions of advertising can be relied on to secure desired results, then advertising can be likened to thieves of the night, robbing those who have built up their business and goodwill by many years of persistent advertising which has cost them large sums.

No advertiser has a right to think or expect that the insertion of a single advertisement of a new commodity which is not commonly possessed by the class to whom he addresses his advertising, and the possession of which means a considerable outlay of money, will obtain for him one order or many orders.

Publishers—and printers, too—owe it to themselves and those whose advertising they publish to teach unreasonable advertisers the truth about advertising, which is that it is not a magician or wizard, but a downright good salesman with a salesman's limitations and handicaps, and having a salesman's luck or hard luck as the case may be. And always this salesman must be backed up and prepared for by those who employ him if he is to get orders on the first or on the twentieth call.

FIRST AID TO CHRISTMAS SHOPPERS

IN response to Bookseller and Stationer's call last month for suggestions to promote Christmas selling The Robert Duncan Company, of Hamilton, have sent the editor a copy of their attractively printed holiday announcement booklet which bears the title "First Aid to Holiday Shoppers." The illustration appearing on this page is reproduced from this interesting booklet.

The following paragraph is prominently placed as the title page.

"This being economy year we offer these inexpensive gift suggestions."

Here is another significant paragraph for this booklet.

"Better a small gift with goodwill than a big gift with the weight of its expense hung like a millstone round its neck—and yours."

The foreword also suggests the advantages of shopping early.

Books, Christmas cards, gift dressings, papeteries, calendars, fancy goods, leather goods and various other articles eminently suitable for holiday giving are set forth in an interesting manner.



Illustration from Robert Duncan Co.'s "First Aid to Holiday Shoppers."

Cardwriting Made Easy

by R.T.D. Edwards

LESSON NO. 9.

NOW that the student has learned how to write a plain show card I think it advisable to give him something of a little more interesting character. I shall therefore present herewith the first lesson in Shading and Shade Mixing. This, when mastered, will enable one to make a very attractive card out of a plain black and white one and yet not render the card difficult to read. This sort of show card is what is called "fancy" but I term it a good sensible show card for a showing which is a little better than the usual variety.

The real use of shading is to make the lettering stand out in relief and also to take the plainness off a card. In the first place one should never have this shading stronger than the letter itself. This would make the card more difficult to read than if the shade was omitted.

Shade Should Not Touch Letter.

There is one very important point that must be remembered in the execution of the shade card. That is do not allow the shade to touch the letter. Ordinarily it must be kept about one-sixteenth of an inch from the strokes of the letter. The white space between the shade and the letter gives the letter the effect of standing out from the white board. See Fig. 1 as an illustration of this point.

In order that the student may learn the work by the easiest method, I have shown the use of the shade on the alphabets and figures as demonstrated in lessons 4, 5 and 6 in previous editions of this paper, I have two reasons for giving this class of letter to start the shadow work. The first is that by this time if you have been diligent in practising the work you should be able to make it better than the Roman alphabet shown in the last two lessons. The second reason is that it is easier to learn to shade a square face letter where no spurs are used than to shade a spurred letter. The lack of spurs makes the shading more of straight lines and large curves. Shading spurred letters is much more complicated on account of the short lines and curves required.

Before procuring with actual work it would be very

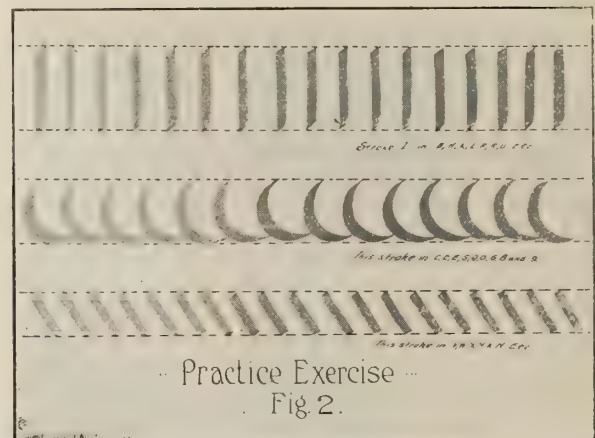
beneficial if you studied the chart thoroughly first. You will note that I have numbered the strokes on each letter. If you follow these numbers you will find that there will be less likelihood of your shading

the work already done. Also note where two strokes are joined, I have drawn white lines across. This is not to be on the completed work but merely shows where the line should overlap.

The Lower Case Alphabet.

The shade on the "A" is composed of 6 complete strokes. Care must be taken with the finish of stroke 2. Be careful not to allow it to overlap on the black letter. Stroke 5 should be made quickly to get that free and easy swing.

It takes four strokes of the brush to make the shade



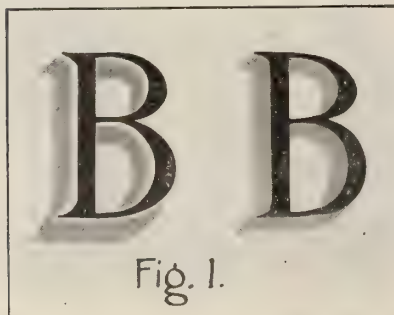
on "B." Stroke 3 is formed on some of the other letters and is one that should be practised often. The shading on "C" is made very quickly with two strokes of the brush. By lifting the brush properly at the finish of these strokes you eliminate having to retouch them.

"D" is a 6 stroke letter. Stroke 4 is found on many other letters; as stroke 3 of "E" and stroke 6 of "G." Lots of practice on the one will do much good. You are liable to have the same trouble with stroke 1 of the letter E as mentioned about stroke 2 of "A." Do not allow the shade to overlap on the letter.

The main thing in shading the "F" is to get strokes 1 and 4 to appear as one continuous stroke. "G's" shade is all composed of curved lines. A careful practice of all these curves will assist one in the making of other shades. It is absolutely imperative, especially on long stroke letters, to have the shade parallel with the letter. "H," "K" and "L" are letters where this applies.

The slant at the top of stroke 3 of the letter "K" is gotten by turning the handle of the brush to the right.

Stroke 3 and 6 of "M" are sometimes joined up with strokes 4 and 7 and made with two strokes instead of four; but for the beginning it is best to make them separately. The shade on the "N" is similar to that of



the preceding letter. The down stroke will require much practice.

To get the fine lines at the beginning and finish of the shadow strokes on the letter "O," the brush must not be loaded too heavily with color. The shade on the "P" is made with four strokes while the "Q" requires five strokes.

Stroke 3 of "R" appears in other letters as stroke 1 of "S" and stroke 6 of "F."

No. 2 stroke of "S" needs lots of practice, as it is the only one of its kind in the alphabet.

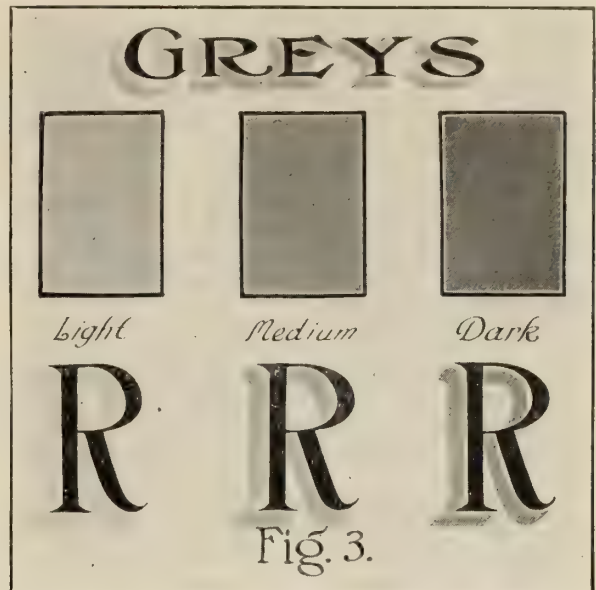
The shade on the "T" requires five strokes. Stroke 4 is the most difficult here. It must be brought down straight until the curved part of the letter is reached and then follow the tail of the letter. This can all be done without lifting the brush but it requires lots of practice. Stroke 1 of "U" is similar to that of stroke 4 of the letter "T" just described. The only difference is that it extends further to the right. The finish of stroke 2 of "V" must be done by turning the brush toward the left. The same applies to strokes 2 and 4 of "W." In order to make them successfully these will require much practice. The shade of the "X" is composed of 6 strokes. 1 and 5 and 2 and 3 must appear as continuous strokes. The five strokes of the "Z" must all be joined.

The Upper Case Shading.

The upper case lettering or making of the capitals has more straight lines than the lower case which makes the shadow easier to do; also the formation of some of the lower case letters is similar to that of the upper case and those will require no further explanation. I will just deal with the difficult points of the letters that differ to preceding ones.

Strokes 3 and 5 of the letter "A" must run parallel with hand stroke of that letter and must appear as one

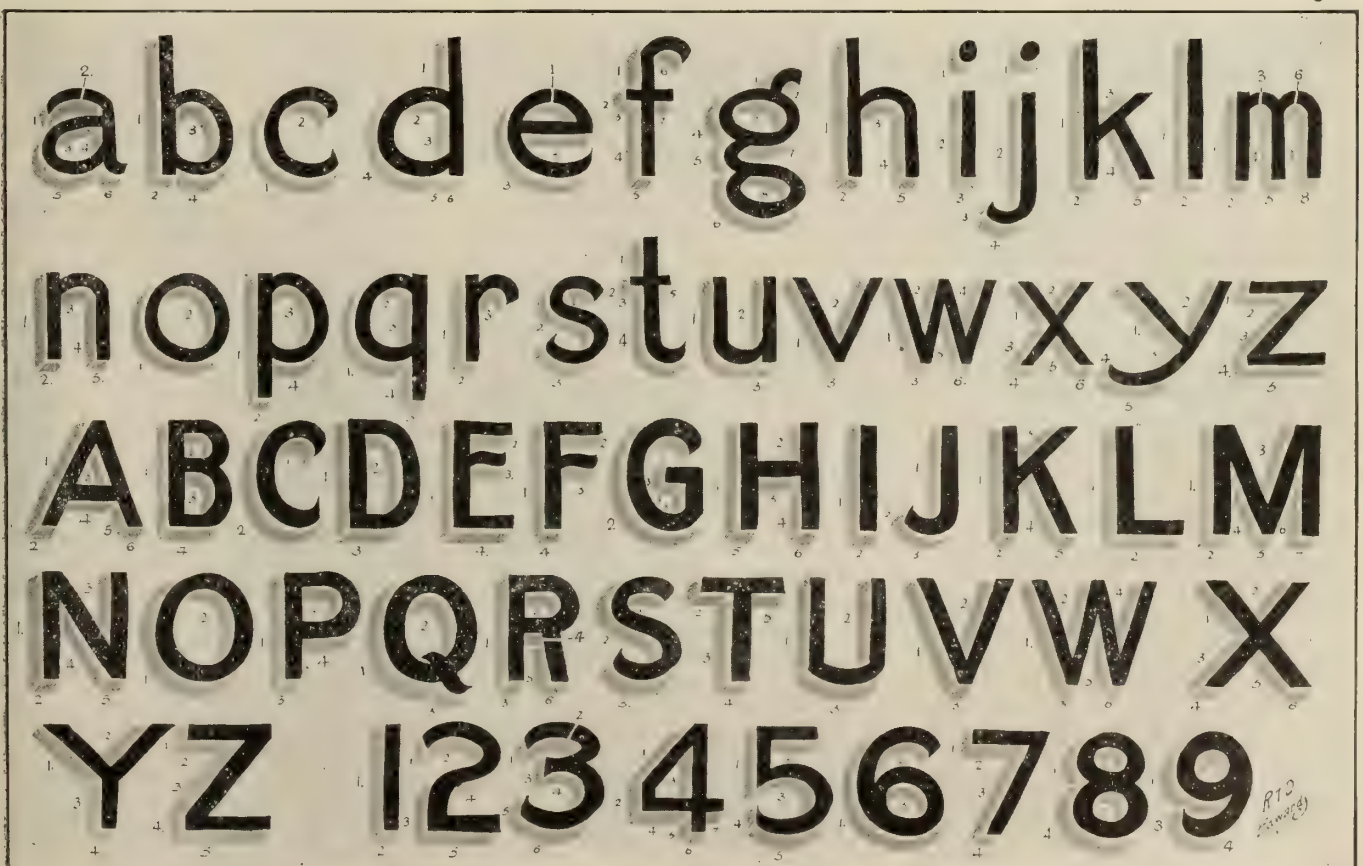
continuous letter. Some writers make strokes 2 and 3 of the letter "B" two strokes each, but it is just as easy to make



Mixing the grey colors—light, medium and dark—is illustrated here.

each with one stroke of the brush. The wavy shade stroke No. 3 of the letters "E" and "F" require a lot of attention and can be used for a practice exercise. The shade of the "G" is made with five strokes; stroke 2 must be made quickly with one long sweeping stroke. It's start and finish must be pointed.

The start of strokes 4 and 6 of "M" are quite difficult and need much attention. They are made by turning the



brush to the right in order to get the point and as the wide part of the stroke is reached the brush is turned in the usual position. Stroke 4 of the letter "N" is of similar formation. Stroke 4 of "R" is sometimes not necessary.

Shading the Figures .

The figure "2's" shade is composed of five strokes. Note how stroke 2 ends abruptly. Stroke "3's" beginning is slightly curved and pointed.

The "3" is shaded with six brush strokes. Similar strokes to No. 4 is used in many other places in the alphabet and should be carefully practised.

The shadow on figure "4" is made with seven brush strokes. Stroke 1 must be made similar to those of 4 and 6 of the upper case "M."

Practice often stroke 2 of figure "5." This shade appears in many letters and figures. The main thing is to keep parallel with the top line of the figure. The three shade strokes of the "6" can be made very quickly. They seem to work in with the natural swing of the brush.

The all straight shade lines of the "7" need much practice. It is my experience that the straight lines are hard to master and need more practice than do the curved ones. The "8's" shadow is composed of all curved lines and should be easily mastered.

Stroke 3 of the "9" is the only straight shadow on this figure. To avoid the point of the lower stroke of this letter the lower edge of the brush must be lifted.

Chart No. 2 gives a good idea of how to go about the practice work. Rule the blank card out with guide lines to suit the length of the stroke you are going to practise and start with the letter "A." Make all the strokes belonging to each letter and perfect each one before proceeding with the rest.

Shade Mixing.

Shade mixing has become a very important part of show card writing and must be done with the greatest of care. Shade mixed too dark will, when applied, detract from the lettering and shade mixed too light will not have the desired effect of making the lettering stand out. You must also have the color thick enough so as not to dry in blotches and not too thick to flow freely from the brush. Experience is the best and only way to learn. Formulas won't always pan out right. The most popular shading used to-day is grey, on account of it being a very inconspicuous shade. It can be mixed in many different tones, light medium, or dark. All these are mixed from black and white. Place the white in a small vessel and add the black very slowly until desired shade is reached. It must be stirred thoroughly so that all particles are well mixed. See Fig. No. 3 for three shades in use. There are other forms of grey such as "blue grey." This is mixed the same as the other with a small quantity of blue added. This gives a little more life to the show card. By adding a very little red to the plain grey gives you a good warm shading color.

These shades should be all kept ready mixed in good working order. Keep well covered when not in use and never let them dry out. Many minutes are wasted if new shading color has to be mixed every time it is needed. Other shades will be gone into in our next lesson.

If you wish to make shading a success you must keep your brushes in perfect condition—that is always flat pointed whether in use or not. The point of the sable must be all even. They must cling together and not split.

NOTHING LIKE THE HOME TOWN

READERS of Bookseller and Stationer will recall the advocacy in recent issues of action on the part of book and stationery merchants, looking toward co-operation with newspaper publishers in supplying information for publication that will be of interest to newspaper readers and at the same time promote the general interest of retailers.

The following homely poem from an exchange is of a somewhat different nature, but its wide dissemination will be beneficial to all "home towns," and its nature is such that editors will be glad to publish the verses, if they have not already come to their attention. Suggest this to the editor of the paper in your home town:

"THE LITTLE OLD TOWN."

There are fancier towns than the little old town,
There are towns that are bigger than this;
And the people who live in the tinier town
All the city contentment may miss,
There are things you can see in the wealthier town
That you can't in a town that is small—
And yet, up or down,
There is no other town
Like your own little town, after all.

It may be that the street through the heart of the town

Isn't long, isn't wide, isn't straight,
But the neighbors you know in your own little town

With a welcome your coming await.
On the glittering streets of the glittering town,

By the palace and pavement and wall,
In the midst of the throng,
You will long, you will long,
For your own little town, after all.

It was here by the stile in your own little town

Father courted your mother, a maid;
It was here in the vale in your own little town

That he builded a home in the shade;
It was here on the hill in your own little town

That the school and the book you recall—

Ev'ry step of the way,
So your memories say,
It's your own little town, after all.

For it isn't by money you measure a town,

Or the miles that its border extends;
For the best things you gather, whatever the town,
Are contentment, enjoyment and friends.

If you live and you work, and you trade in your town,

In spite of the fact it is small,
You'll find that the town,
That your own little town,
Is the BEST LITTLE TOWN, AFTER ALL.

—Douglas Malloch.



ON USING CRAYON PENCILS

A man who sharpens his pencils to a long needle point began to make use of Colored Crayon Pencils. Soon after wards he complained that the crayons broke too rapidly and, in short, he became disgusted with them. A friend, who happened to have a more than average knowledge of things generally and of pencils in particular, explained to the dissatisfied one that colored crayon material did not have the same strength as the mixture used in an ordinary lead pencil. Quite likely, he added, it was his (the dissatisfied one's) own fault that he could not use a colored crayon pencil. In the meantime, this friend's gaze had rested upon the crayon pencil used by the dissatisfied one. "You see," said he, "that if instead of that long needle-like point, you contented yourself with a short, blunt point, you would save your time, temper and money. Sharpen no more than half an inch, including wood, of Colored Crayon Pencils and you will discover a new pleasure in the use of them."

Money Saved By Using Waste Paper Balers

WASTE paper, accumulating about a store or office, represents each year a big loss running into thousands of dollars, that could be eliminated if a little care was given the problem of disposing of this so-called waste.

Waste paper accumulates in a variety of ways. The waste baskets of the offices of a big company will be in the course of a week or two accumulate a wagon load of paper scraps of all kinds, varying from the daily newspapers to spoiled letter heads and other odds and ends. In the store, there is constantly an accumulation of paper, taken from packages, and from other sources, that in the course of time requires some means of disposal. The usual method is to put such accumulations in burlap bags and to turn them over to the junk man on his regular rounds. How many store owners know that waste paper has a good market price, averaging, when baled, about fifty cents per one hundred pounds?

In the big office buildings of the large cities, the contract for the removal of waste paper is a valuable one, and one of the janitor's perquisites from which he and his assistants get a nice side income,

through the sale of such waste to junk dealers. Practically all waste paper can be made use of again in some form or other. The stock that has printers' ink on it goes into the making of strawboard or something of that kind.

Reduced to a pulpy state again, waste paper is utilized for the manufacture of papier-mache articles and for other purposes, so that the burning of waste paper,—a common practice—is simply the destruction of good material which must be made up through the depletion of our rapidly disappearing forests, as the great bulk of paper is manufactured from spruce and other trees.

Aside from its value, when baled, however, the storing of waste paper in gunny sacks until a sufficient quantity for the junk man is on hand, is a constant fire menace, as it requires but a spark to set this inflammable material ablaze, and the space occupied by such storage could be used to excellent advantage for other purposes.

Paper in compressed bales or in crates can be shipped at a very low rate of freight, about 15 cents per cwt. usually and in carload lots much cheaper. A good baler nowadays will be found an

investment that will soon pay for itself. The cost is comparatively low, and once purchased it will last a lifetime. The process of baling is a simple one, and can be attended to by the janitor or by the office boy. Several good practical paper balers are advertised in this month's issue of our journal. Prices will be gladly furnished on request by the manufacturers.

A Detroit janitor who had charge of four or five large office buildings was called upon to explain how he became so wealthy in such an occupation, and he replied that he received over \$22,000 a year from the sale of waste paper from the buildings under his charge. Think of it. A few years ago waste paper was merely burned.

The First National Bank of Chicago receives over \$600 a month from the sale of its waste paper, while the income of Marshall Field & Co., from the sale of waste paper is about \$60,000 a year.

It has been estimated that the average bookstore could sell its waste paper for \$100 to \$150 a year. It would probably never run under \$5 a month or \$60 a year.

Aim for Profit Rather Than for Good Sales

WHILE most of Bookseller and Stationer's subscribers are retailers, there is a large list of traveling salesmen who are among the regular readers of the paper, and they will be particularly interested in the subject dealt with in the following extracts from an article by the head of the sales department of the Carter's Ink Company. At the same time, what Mr. Wyman has to say affords valuable food for thought on the part of the retailer.

How the salesmen may be shown that gross sales are not so important as net profits is an ever-present problem of the employer. There are some companies who are doing pioneer work to make salesmen valuable aides to the credit department. In every industry the tremendous problem of cutting selling cost is vital. In an article in *Printer's Ink*, which opens a promising method by which the salesman may be made a better profit-producer and a real friend of the credit manager, W. F. Wyman, of the sales department of the Carter's Ink Company, is quoted as follows:

"Credit in my mind is based on character, capability and capital. While the capability of a merchant is a visible characteristic, it is somewhat difficult to tell whether he is a crook or not.

"A man with character and capability is a good credit risk in most cases. He will make up in energy and ideas what he lacks in capital. Such a man is a better customer for us than a man with capital who is short on capability.

Profits Better Than Gross Sales.

"I preach profit rather than gross sales to my men. After all, it is the profit the salesman can show from his territory that lets him hold his place on the company's payroll. Goods poorly sold are out of proportion to the profits made on the sale.

"Don't understand me to mean that I want my salesmen to be credit men. That isn't the idea. It is the information which the men can bring me that I want, rather than their judgment on a man's credit.

How a Man Can Size Up a Dealer.

"There are many ways in which a man can size up a dealer. One of the simplest plans is to observe other merchandise in the dealer's store.

"If the salesman sees goods made by a concern which is known for its tight credit policy, he can assume that the dealer is a fairly good prospect or he wouldn't have the merchandise in stock.

Bank References Not Conclusive.

"Bank references as a rule are not conclusive in establishing the credit of a retailer. The banker will say that the dealer has such and such a balance, but he will seldom give information that may hurt the retailer's credit." In the plan which Carter's Ink Company is using the natural desire of a salesman to increase his volume of business is catered to. The sales force is told that by selecting good risks they can sell more goods. Mr. Wyman explained it this way:

Good Risks Mean More Sales.

"When I tell my men that the picking of good credit risks will mean more sales in a year I have to prove it. I explain that a man who buys a bill of \$30 and pays for it in sixty days can, on the average, be sold only six times a year.

"If that dealer paid for his order in thirty days it would give the salesman a chance to sell him just twice as many times a year. In the first instance, the year's business would amount to \$180, in the second the total would be \$360. By separating quick-paying dealers from the slow ones, the salesman has actually doubled his gross sales, and the company's profits have kept step with them."

Fashions in Wallpapers

Novelty in Black and White Will Not go Far—Browns and Putty Shades—Tapestry Effects.

MONTREAL, Sept. 30.—(Special).—Plain effects in browns and putty shades are being shown by the best Montreal stores for halls, living rooms, and dining rooms, with the necessary band or cut-out borders. For bedrooms, the tendency seems towards more floral effects, particularly to pinks. It is noticeable that for the coming season there is a movement away from the plain effects for bedrooms which have been shown for the past few seasons.

A novelty is seen in the shape of black and white effects. This is not going to be strong, but it is something new that will appeal to the better-class trade, and at present is only being put out in the better-class papers.

This idea comes from the United States, but it is being followed by Canadian makers, who are turning out a paper in which black and white is introduced with other colors—a hinting at a black and white design. The imported stuff is plain black and white, and black on putty grounds, with borders to match which will tone up the colors, black be-

ing a dismal thing for a bedroom by itself. Black stripes are being used, or small odd designs. In stripes, the demand is either for broad stripes or for narrow ones; to be exact, stripes 1 inch to 1½ inches are good sellers, and the very narrow stripes, but stripes measuring ½ inch to ¾ inch do not seem to be taking so well.

Tapestry Effects Have Good Call

Dealers are finding a big call for large tapestry effects in allover designs for halls, living rooms and dining rooms, especially in soft tones of tan and grey. For living rooms and halls there is also a tendency towards plain goods and new "forest" effects, the latter being a new name for a blend. The latter is being shown mostly in 30-inch stuff, a width which started last year, and will be much stronger this year. This results in a smaller number of scenes, there being only about half as many joins on the wall.

For parlors, dealers are finding panel effects rather good this year, but the de-

mand for this is mostly from the better-class French trade of Montreal. The English trade is going in more for plains, and in some cases for silk'soissettes. For dining rooms, it is found that there is a strong likelihood of blue being a big seller.



A DIARY FOR SOLDIERS

Those desirous of sending gifts to their friends and relatives in the trenches are frequently at a loss to know what to select. Tobacco, candies and articles of clothing have been sent in large quantities; in fact, it has been said that tobacco is arriving in such quantities that there is certainly no shortage.

The Federated Press, Montreal, is issuing a \$1.25 book, entitled "A Soldier's Diary, 4 in. x 5½ in. in size, to fit the tunic pocket. It is bound in limp leather, and each is packed in a separate carton ready for mailing. Many people will want to send one to their friends in the trenches, and as a gift the diary should be really acceptable. Containing as it will the personal experiences and impressions of the soldier at the front, it should prove a valuable record and souvenir in the years to come. Pasted on the inside cover, where it cannot be torn out, is a blank to be filled in with the soldier's name, rank, regiment, and other data, including name of next of kin, to whom the diary can be sent if found. Being something quite new, and of a size that permits of mailing at low cost, there should be a brisk demand for this diary, as it is intended to sell especially as a Christmas present to soldiers. With this idea in mind, the manufacturers have arranged for the carton to be suitably decorated with holly, etc., leaving space for the address.



ALWAYS SOMETHING OF INTEREST.

The R. O. Smith Company, Orillia, Ont., under date of September 4th, 1915, write as follows:

Gentlemen,—Enclosed herewith find \$1.00 to pay for one year's subscription to Bookseller, to August 31st, 1916. We appreciate the Bookseller as it comes in month by month. It has always something of interest to the bookseller. We are,

Yours very truly,
The R. O. Smith Co.

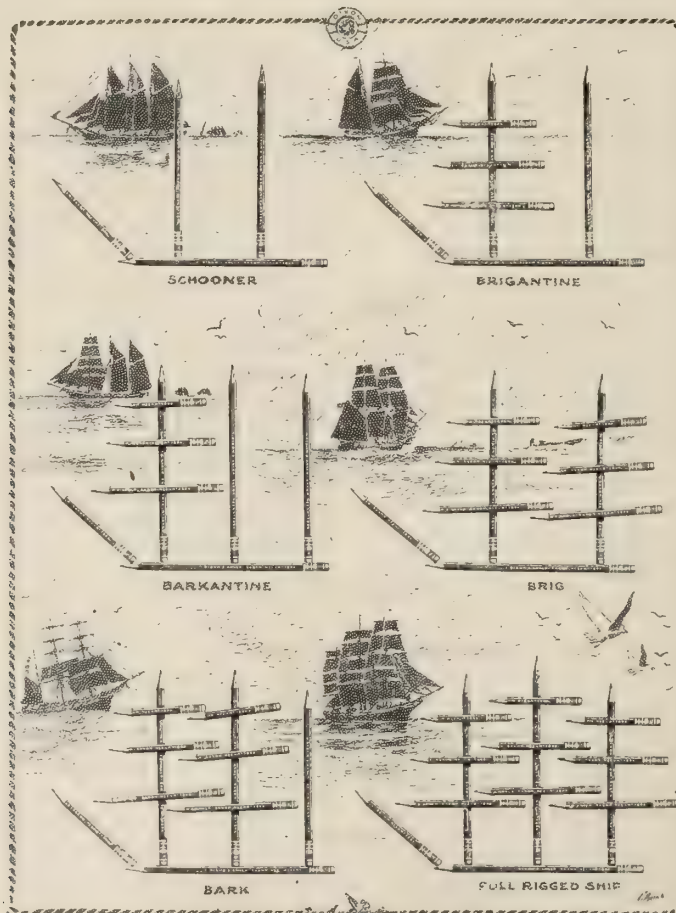
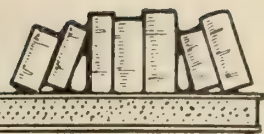


Illustration of a unique display idea for using lead pencils to designate well-known types of sailing vessels.



Books



REPORTS OF BEST SELLERS From Different Canadian Cities

Toronto

1. A Far Country Churchill
2. The Money Master Parker
3. Anne of the Island Montgomery
4. Michael O'Halloran Porter
5. Jaffery Locke
6. Of Human Bondage Maughlin

Hamilton

1. K. Rinehart
2. Michael O'Halloran Porter
3. Jaffery Locke
4. A Far Country Churchill
5. Anne of the Island Montgomery
6. Shadow of Flames Rives

Ottawa

1. The Money Master Parker
2. Michael O'Halloran Porter
3. Jaffery Locke
4. K. Rinehart
5. Way of These Women Oppenheim
6. Thirty O'Brien

Calgary

1. A Far Country Churchill
2. Anne of the Island Montgomery
3. Michael O'Halloran Porter
4. The Man of Iron Dehan
5. Lovable Meddler Dalrymple
6. Still Jim Willsie

Edmonton

1. The Money Master Parker
2. Jaffery Locke
3. Michael O'Halloran Porter
4. Ruggles of Red Gap Wilson
5. Bealby Wells
6. The Lovable Meddler Dalrymple

Prince Rupert

1. A Far Country Churchill
2. Ruggles of Red Gap Wilson
3. Michael O'Halloran Porter
4. Valley of Fear Doyle
5. The Pretender Service
6. Athalie Chambers

Moose Jaw

1. A Far Country Churchill
2. Michael O'Halloran Porter
3. Anne of the Island Montgomery
4. The Man of Iron Dehan
5. The Turmoil Tarkington
6. Jaffery Locke

St. John

1. If Any Man Sin Cody
2. A Far Country Churchill
3. Anne of the Island Montgomery
4. Michael O'Halloran Porter
5. Lovable Meddler Dalrymple
6. The Money Master Parker

Charlottetown

1. Anne of the Island Montgomery
2. Michael O'Halloran Porter
3. The Heart of Uncle Terry Munn
4. The Bride of the Plains Orezy
5. Dragon's Teeth Dehan
6. Anne of the Blossom Shop Mullins

Kingston

1. K. Rinehart
2. Michael O'Halloran Porter
3. The Money Master Parker
4. Jaffery Locke
5. A Far Country Churchill
6. Anne of the Island Montgomery

Brantford

1. Michael O'Halloran Porter
2. K. Rinehart
3. A Far Country Churchill

Moncton, N.B.

1. The Money Master Parker
2. A Far Country Churchill
3. The Courtship of Rosamond Hope Berta Ruck
4. Michael O'Halloran Porter
5. Jaffery Locke
6. Shadow of Flames Rives

Guelph

1. The Money Master Parker
2. Michael O'Halloran Porter
3. A Far Country Churchill
4. Anne of the Island Montgomery
5. K. Rinehart
6. Jaffery Locke

Chatham, Ont.

1. Michael O'Halloran Porter
2. Pollyanna Grows Up Porter
3. Athalie Chambers
4. Who Goes There? Chambers
5. Prairie Wife Stringer
6. The Money Master Parker

St. Catharines

1. A Far Country Churchill
2. Michael O'Halloran Porter
3. The Money Master Parker
4. Anne of the Island Montgomery
5. Jaffery Locke
6. Athalie Chambers

Pembroke

1. A Far Country Churchill
2. Jaffery Locke
3. Anne of the Island Montgomery
4. The Turmoil Tarkinton
5. Ruggles of Red Gap Wilson
6. Keeper of the Door Dell

St. Thomas

1. Michael O'Halloran Porter
2. If Any Man Sin Cody
3. The Money Master Parker
4. Mary Moreland Van Vorst
5. Pollyanna Grows Up Porter
6. Angela's Business Harrison

Peterboro

1. Michael O'Halloran Porter
2. A Far Country Churchill
3. The Harbor Poole
4. Jaffery Locke
5. The Turmoil Tarkington
6. Anne of the Island Montgomery

Winnipeg

1. "K" Rinehart
2. A Far Country Churchill
3. Michael O'Halloran Porter
4. The Money Master Parker
5. The Double Traitor Oppenheim
6. Jaffery Locke

CANADIAN SUMMARY

Fiction

1. Michael O'Halloran, Gene Stratton-Porter 148
2. A Far Country, Winston Churchill 126
3. The Money Master, Sir Gilbert Parker 83
4. Anne of the Island, L. M. Montgomery 76
5. Jaffery, W. J. Locke 71
6. "K," Mary Roberts Rinehart 44

Non-Fiction

1. J'Accuse.
2. War Lords.
3. Belloc's Sketch of the War.

Juvenile

1. Children's History of the War.
2. Daddy's Sword.
3. The Scarecrow of Oz.

BEST SELLERS IN THE U.S.

Fiction

1. Michael O'Halloran. By Gene Stratton-Porter.
2. A Far Country. By Winston Churchill.
3. Pollyanna Grows Up. By Eleanor H. Porter.
4. "K." By Mary Roberts Rinehart.
5. Jaffery. By William J. Locke.
6. Anne of the Island. By L. M. Montgomery.

Non-Fiction

1. When a Man Comes to Himself.
2. Spoon River Anthology.
3. Eat and Grow Thin.

Juvenile

1. Doodles.
2. Patty's Romance.
3. Hosts of the Air.

The Best Selling Book of the Month

Something About Gene Stratton Porter's New Novel, "Michael O'Halloran," by Findlay I. Weaver, Editor of Bookseller and Stationer.

Epigrams From "Michael O'Halloran"

"I see the parks are full of rich folks dolling up dogs, feeding them candy and sending them out for an airing in their automobiles; so it's up to the poor people to look after the homeless children, isn't it?"—Mickey.

"Next time I call for help, I won't ask to have anybody sent. I'll ask Him to let me save our souls myself."—Mickey.

"Try grin 'stead of grouch just one day and see if the whole world doesn't look brighter before night."—Mickey.

"What each woman honestly wants is her man, her cave and her baby."

—Leshe.

"A thing I can't understand is why, when the Lord was making mothers, He didn't cut all of them from the same piece he did you."—Mickey.

"I can furnish the logic for one family and most men I know feel confident to do the same."—James Minturn.

"S'pose you do own a grouch, what's the use of displaying it in your show window?"—Mickey.

"The country is all the heaven a body needs, in June."—Mickey.

"You can busy yourself planning how to make our share of the world over so it will bring all the joy of the world to the front door."—Peter.

"I'm dead against bunching children in squads. If rich folks want to do something worth while with their money, they can do it by each family taking as many orphans as they can afford, and raising them personal. See?"—Mickey.

JUST as the sayings of Mickey predominate among the excerpts from the book, as presented in the foregoing epigrams, so does Mickey overshadow all the other characters in Gene Stratton Porter's new book "Michael O'Halloran."

There are other lovable and interesting personalities in the tale, but the little Irish newsboy Mickey, is the chief centre of interest.

As a newsie he is one among a million, because model boys are scarce in any class, but a paragon such as Mickey, is a rarity indeed among the hordes of unregenerates who constitute the raucous-lunged vendors of newspapers in any

large city. No, Mickie isn't at all typical of newsboys, but that doesn't alter the fact that he's a mighty interesting boy.

To begin with he had the advantage of another rarity among the classes from whom come the world's supply of newsboys—a pious Christian mother, who did what too few city mothers, poor or wealthy do, in these twentieth century days. She made it her first consideration in life to develop his permanent love, by evincing her love for him in adopting a sane course of inculcating the right principles of life in his mind.

Mickey's father had been a drunkard whose passing had been a blessing to widow and son. The mother managed to eke out an existence in a single-roomed home in the slum section of "Multio-polis," and one of her ambitions in teaching her boy to be self-supporting even at an early age, was to prevent him from being consigned to an orphan asylum after her death.

Mickey's inherited antipathy to such an institution is picturesquely expressed in his assertion that he is "dead against bunching children in squads."

Many a reader, who has seen such a squad of orphans, all exactly alike so far as is humanly possible; suits of some exceedingly dull-colored cloth, and every other item of attire cut to pattern and hair clipped a la convict; said squad being let out on parole to file into some conspicuous portion of the gallery of a church—so as to detract as much of the attention of the worshippers as possible from the sermon, eyes just naturally being focused there by the sameness in the appearance of the boys—can fully appreciate the sentiment expressed by Mickey.

But his protest is based on a more vital experience. His mother had been reared in an orphan's home, and her chief object in life along with her care for the spiritual and moral well-being of her boy was to insure him against a similar fate.

As a result of his mother's careful training, Mickey was able to keep the humble home after her death, making his way in life by selling newspapers.

Came a time when his finances were such that he was able to contemplate the purchase of a dog for company.

Then one day chance drew him to the hovel where a little crippled girl was left alone in rags and misery in mortal dread of "being took" by the official of the orphans' home. Her anguished cries attracted Mickey, who immediately ap-

propriated the child, philosophically saying to himself: "She's lots better than a dog. She won't eat much more and she can talk."

Later Mickey said to her: "If you'd been a dog, I was going to name you Partner. But you're mine just as much as if you was a dog. Lily! that's what God made you; that's what I'm going to call you."

This was after he had taken the little crippled girl to his home, and by dint of much scrubbing to remove accumulated layers of dirt of long standing, and tedious labor in untangling her matted hair, she had come out of the ordeal a veritable little angel for beauty.

The story of Mickey's progress in life and the incidental curing of Lily's lame back through his instrumentality, together with the interesting association of other people with whom his interests were linked, together with the contemporaneous developments of moment in the lives of other characters of the story, make up a tale that adequately accounts for the many thousands of copies being sold of this new story by the author of "Freckles," and the other "best sellers" which she has written.

The Author's Start

Having in mind the hundreds of thousands of Gene Stratton Porter's books that have been sold, making her one of the conspicuously successful of the world's novelists, it is interesting to relate her experience in getting her first story published. It was one of the nature stories of the sort that subsequently brought her world-wide fame.

After despatching it to a magazine she haunted the post office day after day in the hope of getting a letter of acceptance from the publishers, but none came. Then one day a friend told of having seen her story in the magazine. The budding author managed to restrain her surprise and excitement, but she lost no time in possessing herself of that magazine. Then she hurried home locked herself up in her room and enjoyed to the full the blissful experience of reading her first story in print! Then she sat down and poured out her heart to the editor thanking him for publishing the story. Thought of receiving payment for it didn't enter her mind and didn't matter. But with the editor's reply came a cheque, and a request for more stories of the same sort, or preferably a book. "The Song of the Cardinal" ensued and that book still occupies the warmest spot in its author's heart.

Why Not a "Published-in-Canada" Campaign?

By Percival B. Walmsley

CANADIANS do not support their own publications as they should. A glance at the bookstore counter or the stall of the railway platform or steamboat deck reveals this. Amongst the bright array of weeklies or monthlies, the proportion published in Canada is woefully small.

There are numerous and worthy Canadian publications, but it needs a Sherlock Holmes to find them. They are not even under the counter, to be produced on demand. Many are practically unknown to a large number of Canadians, and the booksellers cannot or will not enlighten them. A booklet by a Toronto subscription agency gave an extensive list. Through that means I have procured some of these excellent periodicals, including one which was quite unknown to the bookseller of Ourville, even though he was good enough to let me have a last month's issue of another at half-price. I had expected to be able to obtain a good bundle of Canadian publications for home perusal, but it could not be.

Three magazines of a Philadelphia publishing house were chiefly conspicuous. In another part of the same store other American monthlies were prominently displayed. I demanded a reason from the complacent bookseller of Ourville. Who was to blame, the public, the bookseller or the publisher, for the dearth of Canadian and the plentitude of American reading in this Canadian town far away to the north of Toronto?

Bookseller of Ourville Blames Publishers

"Why don't they send a sample copy to the news agents with a bill for displaying?" said he. The same idea had occurred to me. "Are you treated fairly by the Canadian publisher?" I asked. He was treated fairly enough, but the American publisher offered him more inducements and helped him. For instance, one firm offered to send, and did send him all kinds of window ads, and he used them. It also offered a prize of a free pass to the 'Frisco Exposition for the agent with the biggest increase in sales. Another company sent a circular offering a premium on increased sales. The American publisher dealt directly with him, but the Canadian publications were obtained through a Toronto wholesale house.

Furthermore, he considered they were too high a price for what was in them. "For the same money I can give you double the amount of reading in an American magazine." He spoke in awed tones of the circulation of these latter,

and said (how could he know it?) that Canadian publishers did not pay enough for their stories. He concluded with a sigh, "They haven't the circulation," but seemed to think they might vastly increase it by a more forward policy, and by more advertising of their productions.

Canadian Manufacturers, Take Notice!

Circulation and ads are closely linked together. One Toronto magazine which I like reading, carries a large number of ads. Of what? Of your goods, Mr. Manufacturer. The improved circulation of all such magazines should interest you and your employees. Every advertiser should occasionally present his employees with copies, and see that they can easily obtain them subsequently. Each employee is a prospect for some other manufacturer or distributor.

An analysis of the ads of one magazine showed that 89 were by Toronto firms: Montreal contributed 28, and Hamilton, Ottawa, Berlin, London and Paris followed. The products of many another Ontario town appeared, such as Windsor, Welland, Ingersoll, Brampton, Peterborough, Walkerville, St. Catharines, Galt, Preston, Chatham, Oshawa, Penetang, etc. Towns in other provinces were represented, too, from Yarmouth, N.S., to Vancouver, B.C. The readers of such magazines cannot fail to gain a knowledge of the goods which are "Made in Canada." Let the manufacturer on holiday take note of what is sold and read throughout Canada.

Duty of the Canadian Public

It seems absurd to have to urge the Dominion to read its own or British publications in preference to or at least equally with those of another country, however near geographically.

One would be very much surprised on returning to England to find the book-stalls full of French magazines, with just one or two English periodicals, even if we are allies, and even if we all understood French.

Richmond Hill, Surrey, would not expect to be importuned to purchase a weekly from Holland, but Richmond Hill, Ontario, seems to take its Pennsylvania weekly as part of the established order of things. Of course, if we knew that along the outskirts of Philadelphia boys were selling a Toronto weekly—well, that would be an intellectual reciprocity indeed!

No, our home papers are best for us to read. How else are we to learn about our Dominion and its advantages and problems? Splendid as are the American

magazines in many ways, they are more suitable for our neighbors than for ourselves. They will not help us to build up Canada. We cannot look to them for such articles as we find in our own publications. We shall not through them get acquainted with our own writers and artists. It is well to consider our immigration policy. There is keen criticism of that in a Toronto magazine, while the same contains an account of the Peace River District. The reviews are of books by our own publishers. There are patriotic articles dealing with the brave deeds of Britons or Canadians of former days, and descriptive articles of parts of Canada, and periods of our own history. Articles on social conditions refer to our own instead of those in New York. Municipal Housekeeping is that which is taught in Toronto. The urgent need for conservatism is with regard to our own resources.

We cannot expect the Americans to tell us of the successful Canadians at Harvard, nor to give us character sketches of our own manufacturers, or other noted men. We may read of their own able women in their magazines, but they will not inform us of the School Board Lady of Toronto, nor chronicle the successive steps in the career of the Little Princess of the Stage, Christie MacDonald of Pictou, N.S.

We should surely be interested in things British. One magazine gives us a series of reviews from such old friends as *The Quiver*, *Pearson's Weekly*, *Chambers' Journal*, etc. It makes the British-born feel as if he were back in the free library of his native town.

We should prefer our own writers' treatment of war subjects, and accounts of our allies and their countries are more sympathetically dealt with by them than by the writers of a neutral country. Many of the serials are by well-known English novelists. In one magazine is something from "G. A. Birmingham," while another has a story by Joseph Hoeking. All these are links with the Motherland.

The women's magazines from the south of us are written for a more luxurious and wealthy set than our own. They are rather incentives to extravagance in their menus and their fashions. The publishers who cater for our womenfolk diffuse a different and more bracing atmosphere. They investigate *Twilight Sleep* with greater caution. Their recipes are more simple; the humble, necessary potato is not forgotten. The fashions are not so elaborate. The better baby minds are to be those of our own Canadian babies. The articles on Poultry are more likeley to

be suited to our conditions when contributed by an expert from our own Experimental Farm at Ottawa, than by a professor from a Southern State.

Public and publisher and bookseller must get together for their own good and the good of the Dominion.

Some Institute women to whom the subject was broached, realized its importance, and lamented their ignorance. One was even in favor of starting a campaign on behalf of our Canadian publications. There is a well of public interest and sentiment from which to draw. It behooves the Canadian publisher to draw from it and to benefit himself and others.



BOOK NEWS

"In Times Like These" is a title selected for the new volumes of essays by Nellie M. McClung, to be published this month. Interest in this new book and the other works of this author will be enhanced by the fact that Mrs. McClung is now on a lecture tour through Canada. She will speak in Massey Hall, Toronto, on October 13, and later in other cities and towns of Eastern Canada.

Professor Donald, of McMaster University, is the author of an important new industrial volume, entitled "The Canadian Iron and Steel Industry," being a valuable contribution to the general economic history of Canada, throwing light on the principle of the protection of industries and the consequent effect on Canadian politics and commercial expansion.

This work is one of the prize essays in Economics in the competition of writings dealing with economical and commercial subjects, for which liberal prizes are awarded annually through the liberality of Hart, Schaffner & Marx, of Chicago.

A book of verse in French has been published in Montreal under the title of "Reveries: Poesies and Sonnets," the work of W. A. Baker.

The Hudson's Bay country is the scene of a boy scout story, by Edward Huntington, entitled "The Forest Pilot."

New Brunswick is the scene of Chauncey Hawkins' new book "The Little Red Doe." Readers will recall this author's series of New Brewster stories of that province.

"Me" is hardly a novel, though it has many of the aspects of fiction. It is rather an autobiography, sincerely written, of a young girl who eventually becomes a successful author and playwright, and of her struggles from the moment of leaving her Canadian home to become the assistant editor of a journal in Jamaica until she rids herself of the man with whom she believed herself to be in love—a man greatly her senior and a rather dreadful person in spite of

his kindness to her. Although published anonymously, the author of "Me" is believed to be Onoto Watanna (Mrs. Winifred Eaton Babcock). The book has an introduction by Miss Jean Webster.

Hire your own or your wife's relatives to work in your store if you like, but hold them to the same rules that are made for the rest of the force.

War or no war, business will never be good with the man who constantly thinks and talks hard times.



MR. LE ROSSIGNOL AND HIS BOOKS

J. E. Le Rossignol, whose likeness is presented herewith, was born in the City of Quebec, of Jersey (Channel Islands) and Irish-Scotch parentage, graduated with honors at McGill University, and



J. E. LE ROSSIGNOL,
Author of "Jean Baptiste."

afterwards took his Ph. D. at Leipzig. Though for many years Professor of Economics in Denver University and now head of the Department of Economics and Dean of the School of Commerce in the University of Nebraska, he is much attached to his native land, and often wanders back to spend a happy holiday among the Laurentians. In his new book, "Jean Baptiste," the realistic description of a fishing contest in the chapter, entitled "The City Man," is written by an expert angler, and the pictures of lake and mountain scenery in "The Wilderness" and "The Cure" are painted by one who has spent many an hour in his canoe on "Lac Desir," who knows and loves the wildflowers, the forest trees, the timid birds and animals, and to whom "The Wilderness is as the Garden of the Lord."

Mr. Le Rossignol gives us charming pictures of life in the parishes north of the St. Lawrence, of the customs and characteristics of the country folk, devoted to their church, fond of gossip, averse to change, yet eager to see the world and to make money. Though neither a Roman Catholic nor a French Canadian, he does justice to the devoted, genial parish priest, and thoroughly understands the point of view of the habitant.

There has come to Bookseller and Stationer a copy of the first issue of "The Maple Leaf Magazine," published and sold in London for the benefit of Canadian prisoners of war and field forces, cigarette and tobacco fund. It is described as the magazine of the Canadian Expeditionary Force Pay and Record Office. The editor is Staff-Sergeant Charles Crean, and is of hip pocket size, selling for a shilling.

The publication of this magazine was deemed important enough to have the fact cabled to this country and in the British press. Its birth, mission and contents have been widely heralded.

Poems, skits, songs, epigrams, portraits and contributed articles by distinguished British literary men constitute a portion of the contents. Lists of the muster roll of officers and the nominal roll military staff are given. The battle of Ypres is described, as is also London's reception to Premier Borden.

The modest magazine is inviting as to appearance and printing and thoroughly entertaining.

"A Countess from Canada," is the title of a story by Bessie Marchant which will satisfy every girl's love of the romantic and give her a bright picture of heroism. The scene is laid in the Hudson's Bay country and the story centres around the struggles of an heroic girl to aid her father. As might be expected the story is very adventurous, while the strange circumstances which lead to her becoming a countess are set forth in due order.

The author is one of the greatest of latter-day story-tellers for girls.

Dillon Wallace, who has written so many stories about the Labrador, has a new volume of Canadian interest coming out shortly under the third of "The Fur Trade Adventurers." It is a tale of the Hudson Bay country.



PRESTON'S STRATHCONA

Another edition is in progress of publication of Preston's "Life and Times of Lord Strathcona." The discussion occasioned by the plentiful condemnation of this book by a large section of the public press has apparently whetted the appetite of a lot of people to read the book.

LITERATURE OF THE WAR

The War Angels

In periods of great national stress, when the responsibilities facing a people call for an effort superhuman, the mind is more prone than in times less tense to place dependence upon divine aid and to believe that supernatural powers are exerting their might. This tendency is embodied in a little volume entitled "The Bowmen and Other Legends of the War," which, written by Arthur Machen, is about to be published. The potent character of these tales of later day miracles is well exemplified by the fact that the story of "The Bowmen," with its allusion to the appearance of a supernatural host, has been accepted widely in England as fact. Upon its publication in serial form, there came to the author scattered inquiries from editors of occult journals as to the foundation of the story. When the author denied that his composition had any basis in fact, to his amazement, some of his correspondents maintained that he must be mistaken. In provincial papers hot controversy was waged regarding the exact nature of the appearances. The pulpit as well as the press warmly seized upon the incidents of the story. Bishop Welldon, Dean Hensley Henson, Bishop Taylor Smith (the Chaplain-General), and many other clergy have occupied themselves with the matter. Dr. Horton preached about the "Angels" at Manchester; Sir Joseph Compton Rickett (president of the National Federation of Free Church Councils) stated that the soldiers at the front had seen visions and dreamed dreams, and had given testimony of powers and principalities fighting for them or against them.

May Sinclair on the War

"When I set out to keep a journal I pledged myself to set down only what I have seen or felt." This sentence from May Sinclair's introduction to her new book, "A Journal of Impressions in Belgium," gives the reader at once a true concept of the spirit animating that volume. Miss Sinclair has not attempted, as have many other visitors to the war zone, to explain the history and causes of the war to make clear the significance of the various encounters from a military standpoint. She has, rather, sought to describe her own feelings toward the terrible things which she saw and through which she passed. The chief interest of the work, and that it is interesting no one can deny, lies in its revelation of the mental reaction of one of the

greatest literary minds of England toward the war when seen near at hand.

Miss Sinclair is primarily a novelist. "The Three Sisters," her latest novel, to say nothing of "The Divine Fire" and several others, have placed her in the front rank of modern writers, but that she is not purely an imaginative writer this journal shows conclusively. It is perhaps the most vivid picture that has yet come out of the war areas.

"With Our Russian Allies: The Tale of Cossack Fighting in the Eastern Campaign," is the title of a new book recently issued, the author being Capt. Brereton. It is a book of war interest intended to appeal particularly to boy readers. Boys in the story take part in the daring Russian raid into East Prussia, which did so much to draw pressure off allied forces in France at a critical time. Capt. Brereton piles up adventures of all sorts for his heroes among the Masurian Lakes. Another new book by the same author is entitled "At Grips With the Turks"—a story of the Dardanelles campaign.

"The Inevitable War," (*La Guerre Qui Vient*), by Francis Delaisi, a prominent French socialist, written in 1911, to set forth the war that was certain to come between England and Germany, balances the probable policies of each country toward the French nation when the war should come. The author concludes that Germany's need of France would be French gold and England's need French soldiers. In view of present events the book is remarkably interesting. The French original and the English translation are printed on opposite pages.

"Great Britain and the next war," by Sir Arthur Conan Doyle, is a reply to "Germany and the Next war" by General Von Bernhardi, with an ingenious and plausible suggestion for England's defence. The author is a sincere and earnest patriot, a man who is known not only as the creator of the inimitable "Sherlock Holmes" but also as the recognized historian of the Boer War, whose word is given serious consideration by his countrymen. To appreciate the British spirit in the great European conflict, one should read this important little book which is issued in a 25c paper edition.

With the Russian Army

Another book which is apparently to find many readers is Colonel Robert R. McCormick's "With the Russian Army:

Being the Experiences of a National Guardsman at the Front." Announced for publication September 15th, the advance orders were so large that the second edition was printed prior to the book's appearance. Col. McCormick has but recently returned from the front and many people are anxious to know what he saw there.

The Soul of the War

Philip Gibbs, who has seen much of the horrors of war in Belgium and France as correspondent of the London Daily Chronicle says that no person who comes to appreciate the reality and extent of these horrors can fail to use his influence toward preventing another such war and that is the theme of a book he has written under the title of "The Soul of the War," just published in Canada.

An important announcement is "The Book of Belgium's Gratitude," which is to be issued under the highest patronage, with contributions by King Albert and many distinguished Belgian personages. It will be printed in French and English. W. J. Locke will act as translation editor. The profits will be placed at the disposal of Queen Mary.

"The Devil's Bond: How Italy Will Defeat Them," is the title of a new book by W. LeQueux, in which he discusses the entrance of Italy into the war. He points out that Italy joined the allies as the outcome of irresistible popular demand on the firm principle that duty made firm neutrality both a moral crime and a political blunder. Mr. LeQueux has for many years been a resident in Italy, and he writes largely from the results of his own personal knowledge and experience.

In "The Pentecost of Calamity," by Owen Wister, the tragedy of Germany is vividly depicted. This tragedy Mr. Wister sees to have been the state of mind that made it possible for that great nation to "spring at the throat of an unexpected and unprepared world." The universal significance of the conflict and something of its special importance to the United States are pointed out by the author.

Lieut.-Commander Taprell Darling, R.N., author of "The Boy Castaways," has written a new story for boys, which is based on the great war. Its title is "The Secret Submarine."

Condensed Biographies of Some Prominent Writers

Susan Glaspell

Susan Glaspell, whose "Fidelity" has created considerable of a stir this year, was born in Davenport, Iowa, thirty years ago. She stepped from the door of Blake University, at Des Moines, into a newspaper office. For two years she covered the State House, and in reporting a session of the Legislature gained the material for her first literary work, a volume of short stories.

This book sold well, and was followed by a novel, "The Glory of the Conquered," which proved very popular. The proceeds took her to Paris, where, with a woman friend, she spent a delightful year in a little apartment in the Latin quarter. Here she met many prominent artists and writers. It was an interesting experience for the girl from Iowa, and she made the best of her opportunities.

From Paris to Idaho is a far cry, and yet the next year found Miss Glaspell in that state, on a ranch, forty miles from the nearest railroad.

Then she married George Cram Cook, a newspaperman, and straightway they migrated from Idaho to Provincetown, Massachusetts.

Now Mr. and Mrs. Cook spend their summers by the sea in a fine old house which they say they "have had a great deal of fun fixing up." But the call of the prairies is never forgotten, so each winter finds Mrs. Cook back in Davenport, renewing her acquaintance with the scenes of her girlhood, and it is from the middle west, Chicago, the Rock Island Arsenal, Davenport and the surrounding towns that she has drawn the local color for her books. The scene of almost every story she has written has been laid in that locality.

Miss Ethel Sidgwick, whose latest novel, "Duke Jones," has just appeared, is an Englishwoman. She comes from distinguished family connections in the English literary world. She was born, and at present resides, at Oxford, where her father, Arthur Sidgwick, was a reader in Greek to the university. Miss Sidgwick is a cousin of the famous Benson brothers; Arthur C., Edward, and the late Father Hugh Benson. She is a sister-in-law of Hon. Arthur James Balfour, former Conservative Prime Minister. Miss Sidgwick was educated at Oxford. She is an accomplished pianist, and is a regular attendant at the best classical concerts in London and Paris. Miss Sidgwick's favorite author is Jane Austen.

Benjamin Apthorp Gould, the author of "War Thoughts of an Optimist", is a son of the late Dr. Benjamin Apthorp Gould, the eminent American astronomer. Although Mr. Gould's father after graduating from Harvard studied at the University of Gottingen and received his first Ph.D. degree from there, and although throughout his life he was closely connected with German scientific men and received the German Imperial decoration of the Order Pour le Merite, these associations have not blinded the son to the iniquity of the German cause in this war.

Mr. Gould's mother was a Quincy, and on this side he is a great grandson of



BENJAMIN APTHORP GOULD.
Author of "War Thoughts of an Optimist."

Josiah Quincy the President of Harvard, a great-great-grandson of Josiah Quincy commonly known as The Patriot, and is connected with the Adams family which gave two Presidents to the United States.

Mr. Gould himself holds the degree of A.B., A.M., and LL.B. from Harvard. He practised law for a number of years in New York City, but for the last dozen years has made his home in Toronto.

The fact that Mr. Gould's family has been so closely associated for several generations with the birth and growth of the United States makes it doubly interesting that he should now feel so fervently the justice of the present cause of Great Britain.

Pooh-Poohs Inspiration

Richard Matthews Hallet, the author of "The Lady Aft" and some short stories which are now running in Everybody's, says that the inspiration theory is nonsense. "When one has anything to say, he just puts it on paper. He grabs it and nails it without waiting for inspiration." "I have written stories in an abandoned car barn in Melbourne, sitting on the floor with only a soap box as a table; I have run my typewriter under gum trees, in the Australian jungle, on the banks of a river, with a tree root to sit on, on shipboard, with the vessel rolling madly, and in London, in Whitechapel, in a dive for sailors. It is merely a question of collecting experiences, and then they write themselves. I think over things, and tell yarns to people—anyone who will listen to me—and each time I repeat the story of my adventures I am conscious of fabricating slightly to add the dramatic—I touch it up, touch it up until when I write it down it has evolved into a real story."

Artzibashef.

Interest in Artzibashef, the Russian novelist, is growing, and his works are being presented to the English-speaking public in quick succession. "Sanine" appeared in January, "The Millionaire" a few months later, and "Breaking Point," his greatest novel, is promised for this month. With each new book there is a crescendo in the discussion of this new writer. In the September Metropolitan Magazine, Clarence Day, Jr., devotes more than a page to a review of "Sanine" with illustrations by the reviewer. In the New York Times Sunday Magazine a few weeks ago James Huneker offered, in one of his customary penetrating studies, two pages about this most conspicuous star in the foreign fiction firmament.

Acclaimed by Henry W. Nevins, John Masfield, W. L. George and other prominent English writers and critics, a young woman of 23, Irene Rutherford MacLeod, appears before the public that is ready to be thrilled by poetry through a volume entitled "Songs to Save a Soul."

A new volume by Dr. Newell Dwight Hillis is entitled "Studies of the Great War," with representations as to what each nation has at stake.

A new devotional book issued in a 50 cent edition is entitled "A King Among Men," being Christ's summons to the spirit of youth to His kingdom. The author is Mary Stewart.

Books and Writers Being Talked About

Crockett's last story, "Hal O' the Ironsides," is a war story, but not of the Great War of our own time. It is a spirited romance of the days of Cavalier and Roundhead.

S. D. Gordon is to the fore with a little Christmas volume, called "A Quiet Talk About the New-Born Babe." The author of the famous "Quiet Talks" is notably successful in this latest addition to a deservedly famous series.

In view of the period covered by Sunday School Lessons for 1916, it is important to note the issuance of a new edition of Prof. James Stifler's "Introduction to the Book of Acts."

An important announcement affecting Sunday school teachers everywhere, is that "Tarbell's Teachers' Guide" and Torrey's "Gist of the Lesson" for 1916 are now ready, and on sale.

The Technique of Play Writing, by Charlton Andrews, author of "The Drama To-day," etc., and professor in New York University, with a full introduction on "The Modern Drama," by J. Berg Esenwein, is said to be the only book ever written that actually takes the student by the hand, showing him how to write a play from start to finish, and helping to market it.

Writing for Vaudeville, by Brett Page, Dramatic Editor of the Newspaper Feature Service, New York, and author of many vaudeville "hits," shows the entire technique of the vaudeville stage, including the monologue, the two-act, the playlet, the tabloid musical comedy, the popular song, etc., with stage diagrams for production. Every phase of vaudeville writing is fully explained, and hitherto unpublished examples of each form, by world-famous vaudeville writers are given complete.

Frank Adams who wrote "Five Fridays," is represented in fall fiction with a new love story entitled "The Silver Ring."

"The Valley Road," is a new novel of typical American life by "Mary Hallock Foote".

An interesting new series of books, known as the Owlet Library, is being introduced to the Canadian trade by one of the Toronto houses. The feature of this series is that the illustrating is to be completed by the person who becomes the owner of the book, poster stamps being the means provided. One volume presents a series of fairy tales; another deals with flowers; another with birds,

and so on through quite a long range of subjects. It will be appreciated that this has the advantage of novelty, and consequently will make a strong holiday appeal.

Kate Douglas Wiggin's publishers assert that, since the phenomenal popularity of the creator of the "Penelope" series began, two and one-half millions of her books have been sold.

Do Something

Helen Beecher Long, who preaches the "Do Something" doctrine to young people through her writing, is represented in this season's books with "The Testing of Janice Day." Her heroine personifies the ideals of what the book seeks to inculcate.

Another Movie Book

"The Misleading Lady" in fifteen-cent paper edition is just out. The author is Charles W. Goddard.

The four fairy books by Clifton Johnston are out in fine new holiday gift editions this year, published at \$1.35 a volume.

Chess

Franklin K. Young is a chess authority and has written "The Major Tactics of Chess," just out in a \$3 edition.

Heating Systems

Every householder can learn something worth while knowing from a new book just out entitled "Five Hundred Plain Answers to Direct Questions about Steam, Hot-water, Vapor and Vacuum Heating."

A new and enlarged edition of Bartlett's Familiar Quotations is out, a \$3 book.

A notable holiday gift book is a new edition of Miss Alcott's "Little Women" published at \$2.50.

Another new war book by Altsheuler, author of "The Guns of Europe," has been published. Its title is "The Hosts of the Air."

"Behind the Big Glass Window," by Louise Robinson is a fairy tale telling of a visit to Toyland. It is a half dollar volume.

"Dear Enemy," which is running serially in "The Century," appears in book form this month, there being a Canadian edition.

Volume II of "The Boy Mechanic" is being brought out this year on the strength of the first volume published a year ago.

Carolyn Wells' new book "Two Little Women," will have a popular volume for presentation to girls.

According to the records of the Copp, Clark Co., the best selling novels this month are "The Money Master," "K," and "The Lovable Meddler."

Among the new gift books is a \$2 edition of Hans Brinker by Mary Mapes Dodge, the fine illustrations in color being the work of the artist, G. W. Edwards.

Alfred Noyes' book of stirring verse, entitled "A Salute to the Fleet," comes out in a Canadian edition this month.

"Why, Theodora!" By Sarah Warder MacConnell, is described as being the soul history of a woman, and yet really the annals of a gay, sympathetic, elusive hero called Jimmy. Just how this can be is a paradox which must be left the reader to solve.

Theodora is a girl who is both original and innocently unconventional. Her attitude toward life and the results of her efforts to realize her ideals lead her so far afield from the beaten paths faithfully trodden by her relatives that they and her friends are in a constant state of surprise and disapproval. "Why Theodora!" is like an old song set to charming new music.

Masefield and Synge

John Masefield is the author of an interesting little book on Synge recently published in a limited edition under the title "John M. Synge: A Few Personal Recollections With Biographical Notes." The text is of a very intimate nature, narrating Mr. Masefield's relations with Synge, reproducing conversations with him and throwing in this personal way new light on the character and genius of the man. Not only will all of Mr. Masefield's many admirers wish to add this work to their collection as one embodying the impressions of the distinguished poet of to-day of the famous Irish writer, but all Synge enthusiasts will certainly regard their libraries as incomplete without this latest bit of biography.

Photoplay Scenarios

How to write, how to act and how to sell are questions answered—Eustace Hale Ball's manual of motion picture technique for the amateur and professional issued in a Canadian edition this season under the title of "Photoplay Scenarios."

"Loneliness," the posthumous work of Robert Hugh Benson, is now ready.

Some Boys' Books

Ralph Henry Barbour's football books "Left End Edwards," "Left Tackle Thayer," "The Secret Play," and "Danforth Plays the Game," are Canadian publications of this season.

A new football story by Hawley Williams is called "Fair Play."

A tale of public and high school life is Irving Williams' new book, "Joe Manning."

"The Gray Whale Derelict," is a tale of the submarine chums, one of a series by Sherwood Dowling, issued in half dollar volumes.

Co-Citizens

In a book under this title, Cora Harris tells of slum life in New York City. It is a dollar book which will interest people who are concerned about welfare work.

Florence Morse Kingsley has written "The Heart of Philura," which is now ready.

"Living Up to Billy," is a juvenile in a holiday gift edition. Elizabeth Cooper is its author.

The author of "Uncle William," Jeanette Lee, is represented in autumn fiction by a book entitled "Aunt Jane."

Grace MacGowan Cooke, has a new juvenile out this month called "Sunny Bunny Rabbit, and His Friends."

Harold Begbie, one of England's most noted writers, is the author of "Millstone," which deals with London's white slave traffic, consequently it may be depended upon to be a book worthy of consideration, and not one of the nasty books issued chiefly to satisfy a voracious and unwholesome appetite for books on this subject which have been freely issued but which are far from being worthy of the attention of serious-minded people.

"Patty's Romance," is the title of the latest Patty book by Carolyn Wells.

Lovers of adventure books for boys will be interested in "The Trail Boys of the Plain," by Jay Winthrop Allen.

A Swedish Author

Selma Lagerlof, a Swedish author, has written a novel entitled Jerusalem, of which a Canadian edition has been issued.

"The Amateur Carpenter" by Hyatt Verrill is characterized as being the A. B. C. of carpentry.

"The Now-a-Day Girls in the Adirondacks" is the title of Gertrude Calvert Hall's new book for girls.

Another volume in the Deer Creek edition of James Whitcomb Riley's

poetry is "Riley's Songs of Friendship," being the seventh in the series.

"Narcissa's Ring" is the title of a new story by Rosa Mulholland (Lady Gilbert). It is a mystery story dealing with the case of a Russian physician convicted of poisoning a patient with a peculiar drug. His son sets out on a mission from Russia to England to clear the name of his father who, he is convinced, is guiltless. An old ring picked up by the girl Narcissa is the first "spoor" of a long trail of mystery.

Katharine Tynan has a new book out this year, entitled "Margery Dawe."

Argentina is the scene of a new mystery story, entitled "Joyce Harrington's Trust." The author is Bessie Marchant, who wrote "The Younger Sister," a tale of Manitoba, and other tales of Western Canada.



JEAN WEBSTER.
Author of "Dear Enemy."

Ian Malcolm, M.P., has been serving in the British Red Cross since the outbreak of the war, and has seen many things and many men in a very interesting light. His war pictures behind the lines are embellished with illustrations from original documents in his book, "War Pictures Behind the Scenes."

"The Invisible Aeroplane: A Story of Air Warfare in the Great Campaign," by C. Graham-White and Harry Harper, is a notable contribution to war fiction, appealing particularly to boys.

French in America

In "The French in the Heart of America," John Finlay, who is Commissioner of Education for New York State, tells a story of those romantic scouts of civilization—La Salle, Marquette, Joliet and others—who penetrated the Canadian wilderness, founded Quebec and Montreal, and explored the dark Saguenay, and of their followers and de-

scendants. The book is a veritable epic of exploration, a history of extraordinarily romantic origins.

Maurice Hewlett has a new book out this autumn entitled "The Little Iliad." Other Canadian editions out this month include "The Genius" by Theodore Dreiser and "The Dual Alliance" by Marjory Benton Cooke.

"Toby," by Credo Harris, is one of the latest books to be made into photo play. It will soon be seen at moving picture theatres. Mr. Harris' latest novel, Sunlight Patch, which is also a story of Kentucky, will be published early next month.

The thrilling episodes surrounding the capture by a tribe of Cheyenne Indians of the little daughter of the commanding officer of Fort Sullivan are told in Cyrus Townsend Brady's new novel "A Baby of the Frontier."

"Off Sandyhook" is the title of the first of a series of short stories by Richard Dehan in a volume under that name published in a Canadian edition at \$1.25.

"Fighting with French," a tale of the new army, is a notable story by that popular writer of stories for boys, Herbert Strong. Last year the same author had a boys' war story published under the title of "A Hero of Liege."

Sir Martin Conway will shortly publish a book on "The Crowd in Peace and War." It is an attempt to deal in popular language with the relations of the individuals to the crowd and of crowds to one another.

Chatterbox for 1915. Boston: The Page Company. Boards, \$1.25.

This most creditable annual volume, which has been a feature of Christmas book trade since 1878, is now ready, and as usual presents a rich fund of the sort of stories and pictures children like. There are eight full-page plates in colors, the frontispiece being "A Tribute to Nelson."

**SWORD AND CLOAK ROMANCE**

Is there to be a revival of the sword-and-cloak romance? And is S. R. Crockett's "Hal o' the Ironsides," one of its symptoms? Here is a tale more readable than stories of its kind seem to have been for several years past; and the point of view of the world, which has seen such abrupt transitions since Europe went mad last year, may now be favorable toward any attempt to interpret history, if only that we may gain from the past some clue to the tragedy that has just befallen mankind.—The Dial.

Books Received

The Way of These Women, E. Phillips Oppenheim, Toronto: McClelland, Goodechild & Stewart. Cloth, \$1.35, net.

To many people Oppenheim is the Prince of Story Tellers. In this new book he forsakes the struggles of the nations to portray the age-old struggle of the sexes. Here is a novel of thrills and mystery, a most unusual love story, and the best study of woman that the author has ever written. "The Way of These Women" is a novel entirely different from any other story by Oppenheim. No less absorbing than its predecessors, there is a new note in its pages that will win hundreds of new readers, especially women, to the ranks of Oppenheim followers.

A Young Man's Year, by Anthony Hope. Toronto: McClelland Goodechild & Stewart. Cloth, \$1.35.

This new story by the author of those famous successes "The Prisoner of Zenda," and "Rupert of Hentzau," tells in this author's most interesting manner of a young Englishman's great struggle to start his career and his love story.

Contemporary French Dramatists. Barrett H. Clark. Cincinnati: Stewart & Kidd Co. Cloth, \$1.50.

In this volume Mr. Clark, author of "The Continental Drama of To-day," "The British and American Drama of To-day," translator of "Four Plays of the Free Theatre," has contributed the first collection of Studies on the modern French Theatre. Mr. Clark takes up the chief dramatists of France beginning with the Theatre Libre, Cœre, Brieux, Hervieu, Lemaire, Lavedan, Donnay, Porto-Riche, Rostand, Bataille, Bernstein, Capus, Flers and Caillavet. The book contains numerous quotations from the chief representative plays of each dramatist, a separate chapter on "Characteristics" and the most complete bibliography to be found anywhere. This book gives a study of contemporary drama in France which has been more neglected than any other European country.

Duke Jones, by Ethel Sidgwick. New York: Small, Maynard & Co. Cloth, \$1.35.

Duke Jones, "the man in the street," the commonplace, casual type, who beneath an ordinary exterior disguises qualities of rare beauty, is wonderfully portrayed. A simple, kindly, unassuming self-effacement, a love so fine and pure that it asks nothing and gives all.

The other characters in the book are taken from English society life. Duke

Jones' nature, skilfully contrasted with their complex, mental sophistication, gives us the motif for an unusually subtle and delicate piece of work.

The married love and happiness of Violet and Charles Shovell form a telling background for Lady Ashwin, Violet's mother, a woman of middle age, whose whole life is emotional, and whose only charm is her beauty. As age advances, Lady Ashwin sees her power to attract slipping from her, and becomes jealous of her own daughter.

The Secret Son. Mrs. Henry Dudeney. London: Methuen. Cloth 6s.

A delightful story of the Sussex Downs. Its types and characters are rustic, and in it comedy and tragedy are skilfully mingled by this accomplished writer. The theme of the book is the relation between mother and son.



ETHEL SIDGWICK.
Whose latest novel, "Duke Jones," has just appeared.

Shadows of Flame, by Amelie Rives. Toronto: S. B. Gundy. Cloth, \$1.25.

This is another story of Virginia. The heroine, Sophy, marries an Englishman of noble family, but unfortunately not of noble habits. His name is Cecil Chesney, and he is a brother of Lord Wychcote. Added to the misfortune of her husband's wickedness he develops lunacy due to his love of drugs and whiskey. Mrs. Chesney and her little son, who is in ill-health, are sent away, and they stay in Italy, quite near to the residence of an Italian nobleman, married, but an admirer of Mrs. Chesney. Cecil conveniently gets drowned, but the expected does not happen. She does not marry the Italian nobleman, but instead goes back to Virginia and marries a young American millionaire. This second matrimonial experiment proves worse than the first, because husband number

two, besides being a drunkard, misbehaves with a certain Belinda. In her extremity she gets a divorce. Consolation comes after the death of Lord Wychcote, when her little son inherits the title and the splendid estate.

Why Not? Margaret Widdemer. Toronto: McClelland, Goodechild & Stewart. Cloth, \$1.25.

"There's no reason why not," says the author—no reason why all of us should not realize our dreams. Miss Widdemer has written one of those delightful stories designed to make people happier. She has recaptured all of "the first fine careless rapture" of her notable success, "The Rose Garden Husband," and has added new elements of beauty and charm.

The heroine, Rosamond Gilbert, on receipt of a legacy of three thousand dollars from an uncle who has brought her up too strictly, decides to go off and be happy, instead of taking up a profession. So she takes a bungalow at a summer resort—and meets a shy, lonely man. She also adopts a child, helps out several other people, makes them happy, and is finally made happy herself. Of course—why not??

The High Priestess. Robert Grant. Toronto: Copp, Clark Co. Cloth, \$1.35.

The essentially modern woman dominates this arresting novel of contemporary life in America. The modern woman, as set forth in this book, is a remarkable product, and in many ways a fine creature, but possessed to a degree altogether new by the importance of her own and her sex's aspiration and personal development, so that she lets her husband—a fine fellow whom she really loves—drift into dangers which she has been accustomed to ignore.

When the siren of a type that has not yet gone out encounters him with the old weapons, the lesson is brought home to her with great force that there are things not entirely dreamed of in the new woman's philosophy.

The Promise. James B. Hendry. New York: Putnam's. Cloth, \$1.35.

A tale of a strong man's regeneration—of the transformation of "Broadway Bill" Carmody, millionaire's son, rounder and sport, whose drunken sprees have finally overtaxed the patience of his father and the girl, into a man, clear-eyed and clean-lived, a true descendant of the fighting McKims.

After the opening scenes in New York, we have a vivid narrative of the lumber camps of the North-west—of the work of strong men—of hardships undergone, and of dangers met bravely and passed—of the struggle against heavy odds, and of the making good of the "Man Who Could Not Die."

Peloubet's Select Notes, on the International Sunday School Lessons for 1916. Boston: W. A. Wilde & Co. Cloth, \$7 net.

This volume has become a world staple; for it is used in all lands, and forms the basis of translations into many languages.

The first volume had not a single picture; the present volume contains more than 125 pictures, of great beauty and value.

The first volume had only rough, outline maps in black and white. Each volume now contains a complete set of beautiful maps in color.

A review of these forty-two volumes make an imposing row three and a half feet long; and show a steady and remarkable progress. The number of authors quoted constantly increases, the scope constantly widens. Both Dr. Peloubet and Dr. Wells have large private libraries, which are kept up to date along every line of Bible study. In addition to this, from current literature the best is gathered and brought for use to the Sunday School student; and all is presented just as the teacher and pupil will find most useful. Each lesson is a study in the fine art of teaching.

A Soul on Fire by Frances Fenwick Williams, Toronto: Gundy, cloth \$1.30 net.

Suppose a young woman were to suddenly appear in a Canadian city—and display powers similar to those attributed to medieval sorcerers? What if she were able, apparently, to slay, maim, terrify, at will and in such a way that she remained always “within the law”? Would she be looked upon as a witch? or the re-incarnation of a witch? Or would some other explanation be forthcoming?

The mystery of Theodora Carne is solved by a clergyman and a scientist in-conjunction. Montreal falls victim to a superstitious terror, the witch-girl's friends and lovers desert her, one by one; but psychological powers so extraordinary that they almost deserve the name of witchcraft rescue the reputed witch. Suffice it to say that Mrs. Fenwick Williams throws a good deal of light on certain “supernatural” manifestations.

The Imperial Year Book for Canada 1915-16, Toronto, McClelland, Goodchild & Stewart, Cloth 1.50

That the grip of the Imperial idea has been strengthened by the war is abundantly evident and this fact adds importance to the Imperial War Book; an annual volume, the first issue of which appeared a year ago, its policy being to treat the British Empire as a unit.

In the 1915-16 edition about a hundred pages are devoted to the war and Canadian trade. When it is realised that in 1913 Germany sold some \$14,500,000 of goods to Canada and over \$390,000,000 to the whole British Empire, the dominant fact emerges that the stoppage of this enormous supply from Germany means an unrivalled opportunity for trade within the Empire and for commercial expansion on the part of Canada. To quote from page 513: “This is the greatest door of opportunity ever opened to Canada. To fill the gap made by the cessation of \$14,500,000 worth of German imports, and to help her sister Dominions and the rest of the Empire make up the deficiency in the United Kingdom due to the same cause, will develop the natural and human resources of Canada to an extent almost beyond the dreams of her most optimistic and far-sighted leaders.” In three series of cleaneut and comprehensive tables the outlines of this trade are given. In one section the imports and exports of Canada, and her imports from Germany and Austria, are placed side by side, a simple and effective method of showing what Canada must now produce herself or buy elsewhere as a result of the war.

Canada is essentially an agricultural country, and the value of the book as a Canadian annual is considerably increased by the amount of attention paid to agriculture. In the natural resources and trade and commerce sections (two of the most important in the whole work) agriculture occupies the place of honor. This gives the book a special appeal to readers in rural communities.

The Imperial Year Book is so wide in its range, however, that it really forms an indispensable handbook of affairs for the citizen who wants to think and act intelligently on all public questions.

This second edition is characterized by many important improvements, notably the substitution of subject headings for section numbers in the table of contents, which will mean a real saving of time for readers.

All the general statistics—official, political, financial, commercial, religious, educational, sporting, social, etc., have been corrected from the latest authoritative returns, and the index has been enlarged and carefully revised.

The special war section, wisely placed at the beginning, contains a rough summary of the cause of the war, of the leading events in the struggle up to May 31st, 1915, of the Empire's fighting strength and its well nigh miraculous development to meet the needs of the campaign, and gives particulars of the patriotic devotion shown by the outlying portions of the Empire in rallying

to the defence of the Empire and sharing the burden of its strife.



Book Lists Received

From T. C. and E. C. Jacks, the British publishers, who are represented in Canada by the Copp, Clark Company, comes a copy of their autumn list, among the announcements in which is the coming of the third volume in “The Story of the Great War,” told and explained to children by Elizabeth O’Neil. Three new titles are to come in “The Romance of Reality” series, these being “Modern Inventions” by E. D. Johnson; “Electricity,” by W. H. McCormick, and “Engineering,” by Gordon Knox of the Morning Post. Four new volumes are announced in “The Stories We Love” series, these titles being “The Ogre with the Three Golden Hairs,” “The Enchanted Doll,” “Rip Van Winkle” and “Saint Christopher.” In a series entitled “Days of Old” there are two new volumes, “Stories of Rome” and “Stories of Great Writers.” “The Cruiser on Wheels” is a new book by Guy Thorne, author of “The Secret Service Submarine.” In the “Present Day Gardening” Series, there is a new volume by W. Watson, curator of the Royal Botanic Gardens, Kew, entitled “Climbing Plants.” “Evolution,” by J. A. F. Watson, is a new title in the “Through the Eye” Series. Two new juveniles are “A Nursery Book of Science,” with color drawings by Percy C. Billingham, and “A Book of Myths,” by Mrs. John Lang, illustrated with twenty drawings in color.

Two very comprehensive catalogue editions, covering thoroughly the dealer and consumer field, have recently been issued by the Wilson-Jones Company of Chicago, and have been given a wide distribution throughout the United States and Canada.

A special feature of the dealer's edition is that it is thumb-indexed, making reference to any section of the book easy and rapid; the catalogue is also supplied with a complete general index.

Many progressive changes are noticed in the new catalogue. Special size sectional and solid post binders and sheet holders are priced on the square inch basis, and are graduated according to quantity.

A copy of the 1916 subscription list of Gordon and Gotch of London and Toronto has reached Bookseller and Stationer. The list deals with British periodicals, weeklies, semi-monthly, fortnightly, monthlies, bi-monthlies and quarterlies, and sets forth clubbing arrangements affecting all of these.

LIBRARY FOR SOLDIERS.

Toronto, Sept. 21.—A branch of the Toronto Public Library will be established at the Exhibition Grounds for the soldiers. This was decided yesterday at the regular meeting of the board. The location of the library has not yet been decided upon. Contracts were let for the building of two new branches—one at the corner of Wright and Roncesvalles avenues and the other in Kew Gardens. They will cost about \$20,000 each. The money has been received from the Andrew Carnegie Corporation, and work will start immediately.



RELIEF MAP IN LIBRARY

Toronto's chief librarian, ever on the alert to sharpen the intelligence and understanding of the city, has ordered a relief map of Europe, which will be displayed in the reference library, preferably on a table under glass.

It is quite impossible for the layman to understand military strategy from ordinary maps. With a relief map on a proper scale it is seen at a glance why armies are driven to the plains to fight, and why they do not go directly to the point they may wish to attain.

The line of least resistance becomes at once apparent, and the study of the war becomes less of a mystery than it otherwise must be.

The scale of the new map is 18 miles to the inch, and the relief 5,000 feet to the inch. The size is five feet by three, and it will doubtless be an object of much attention when it is installed.



THE BOOK BORROWER'S DUTY.

Here is some advice that it would be well to spread widely:—Have you borrowed a book? Read and return it. If you cannot read it soon, return it and trust to your being able to borrow it again. In keeping it an unreasonable time, you may be keeping someone else from the pleasure reading it may afford. Look over your shelves and see what you have there that should be returned. The man who should borrow so little as a quarter of a dollar from a neighbor and fail to return it would not invite respect. Yet it is quite as bad not to return a book or magazine. Who has not had anguish of heart to have some choice, dearly prized volume returned, soiled or torn, with pages lacking? That "Tom upset his inkstand," or "the baby got hold of it," or similar excuse, does not mend the matter. The borrowed book should be protected from such accidents. What was worth borrowing is certainly worth returning. Certainly it should be clear in your mind that it is not yours but the property of another.

"HAVE you ever considered what the mere ability to read means? That it is the key which admits us to the whole world of thought and fancy and imagination? To the company of saint and sage, of the wisest and wittiest, at their wisest and wittiest moments? That it enables us to see with the keenest eyes, hear with the finest ears, listen to the sweetest voices of all time? More than that, it annihilates time and space for us."—Lowell.

Ernest Gagnon, well known for his work in connection with French-Canadian literature and music, died at Quebec, on September 15, at the age of 81. His best known published work was his "Chansons Populaire du Canada." Other works are "Lettres de Voyage," "Le Comte de Paris a Quebec," "Au Pays des Ouananiches," "Le Fort et Chateau St. Louis," "Le Palais Legislatif de Quebec," "Palmes d'Or," "Cantiques Populaires du Canada Francais," "Louis Joliet," "Pages d'Histoires," "Choses d'Autrefois," "Feuilles Eparses," and "Feuilles Volante."

In "A Wild Goose Chase," by Edwin



PETER McARTHUR.
Author of "Pastures Green."

Balmer, a \$1.25 book, thrilling adventures in the Arctic regions make a background for an intensely interesting and original love story. A girl and a man go into the Arctic to search for the girl's lover, who has been lost there. They are all three tried out by peril and hardship, and the result of the adventure is as startling as it is inevitable.

"The Little Shepherd of Bargain Row," a novel by Howard McKent Barnes, tells a story of the romantic side of business, with a background of department store life. There is plot aplenty, and suspense and surprise. It makes a good story to read aloud, the dialogue being delightfully bright and witty.

The new volume of lyrics by Alfred Noyes, entitled "A Salute from the Fleet," has just been published in Canada. The American edition is being published under the title, "The Lord of Misrule." The Canadian edition is the authorized edition for this country.



DEATH OF AUSTEN DENT

The sympathy of the world of books is extended to the famous London publisher, J. M. Dent. Mr. Dent was in Canada when the news of the loss of one of his sons on the Western front reached England, and after his return to England he learned of the death from wounds at another son in the Dardenelles. The late Austen Campbell Dent, of the R.A.M.C., was mortally wounded on his twenty-third birthday, and was laid to rest in the Military Cemetery, Lancashire Landing, Gallipoli, by Dr. W. Ewing, C.F., M.E.F.



"Six Portraits of Rabindranath Tagore" made by the English artist Will Rothenstein, are shortly to be published. A prefatory note to the book is contributed by Mr. Max Beerbohm.

"Indian Memories" is the title of Sir Robert Baden-Powell's new book, which will be issued during the autumn. The author has illustrated his impressions with sketches in color and in black and white.

Interesting features, not already announced, of Romain Rolland's "Some Musicians of Former Days," which is to be issued this month, are the author's own introduction "Of the Place of Music in General History" and "Rossi's 'Despair of Orphans'" which fills seven pages in musical notation. The body of the book ranges from "The Beginnings of Opera" through Mozart. It is already in its fourth edition, and Miss Mary Blacklock, who successfully translated the companion, "Musicians of To-day," does the same service for this earlier work.

Monthly Record of New Books

PUBLISHED BY FIRMS ESTABLISHED IN CANADA.

WITH a view to saving valuable space and at the same time preserving the alphabetical arrangement of book titles so essential for ready reference, numbers are used to indicate the respective publishers' names. The following are the numbers used and the respective publishing firms to which the refer.

- 1.—William Briggs.
- 2.—Cassell & Co.
- 3.—The Copp, Clark Co.
- 4.—J. M. Dent & Sons.
- 5.—S. B. Gundy.
- 6.—Hodder & Stoughton, Limited.
- 7.—Thomas Langton.
- 8.—The Macmillan Co.
- 9.—McClelland, Goodechild & Stewart
- 10.—McLeod & Allen.
- 11.—Mussion Book Co.
- 12.—Thos. Nelson & Sons.

Fiction

- Adventures of Gerard.** By Conan Doyle (12) Cloth, 20c.
- Aunt Jane.** By Janette Lee. (9) Cloth \$1.25.
- Boomerang, The.** By Wm Hamilton Osborne. (9) Cloth \$1.35.
- Captain's Daughters, The.** By Alexander Poushkin. (6) 75c.
- Chelkash.** By Maxim Gorky. (6) 75c.
- Co-Citizens, The.** By Cora Harris. (9) Cloth \$1.00.
- Cruiser on Wheels.** By Guy Thorne. (3) Cloth 50c.
- Dark Rosaleen.** By M. E. Francis. (2) Cloth \$1.25.
- Foolish Virgin, The.** By Thomas Dixon. (3) Cloth \$1.25.
- Forest Pilot, The.** By Edward Huntington. (9) 50c.
- Freelands, The.** By John Galsworthy. (3) Cloth \$1.25.
- Golden Glory.** By F. Horace Rose. (6) Cloth \$1.25.
- Goddess, The.** By Gouverneur Morris. (9) 50c.
- High Priestess, The.** By Robert Grant. (3) Cloth \$1.35.
- Island of Surprise, The.** By Cyrus Townsend Brady. (9) Cloth \$1.25.
- Jerusalem.** By Selma Lagerlof. (9) Cloth \$1.35.
- Lawbreakers, The.** By Ridgwell Cullum. (3) Cloth \$1.25.
- Little Angel, The.** By L. N. Andreyev. (6) Cloth 75c.
- Living Up to Billy.** By Elizabeth Cooper. Cloth \$1.00.
- Love in Letters.** By Richard Marsh. (2) Cloth \$1.25.
- Michael O'Halloran.** By Gene Stratton-Porter. (7) Cloth \$1.50 Leather 2 50.

- Misleading Lady, The.** By Chas. W. Goddard. (9) 50c.
- Money Master, The.** By Sir Gilbert Parker. Cloth \$1.50.
- Mountains of the Moon, The.** By J. D. Beresford. (2) Cloth, \$1.25.
- My Canada.** By Elinor Marsden Eliot. (6) Cloth \$1.25.
- Mystery of the Green Ray, The.** By William Le Queux. (6) Cloth 75c.
- Official Chaperone, The.** By Natalie S. Lincoln. (3) Cloth \$1.25.
- On the Eve.** By Ivan Turgenev. (6) Cloth 75c.
- Pioneers, The.** By Katharine Susannah Prichard. (6) Cloth \$1.25.
- Rags.** By Edmith Barnard Delano. (7) Cloth \$1.50.
- Richard Chatterton. V. C.,** By Ruby M. Ayres. (6) Cloth 75c.
- Riddle of the Night, The.** By Thos. W. Hanshew. (9) Cloth \$1.25.
- Sally on the Rocks.** By Winifred Boggs. (1) Cloth \$1.25.
- Supper.** By Sergeant Michael Cassidy, R. E. (11) Paper 35c.
- Sea-Hawk, The.** Raphael Sabatini. (9) Cloth \$1.25.
- Secret Seaplane, The.** By Guy Thorne. (6) Cloth 75c.
- Ship's Company.** By W. W. Jacobs. (6) Cloth 50c.
- Single Code Girl, The.** By Delle Elliot Palmer. (9) Cloth \$1.25.
- Some Experiences of An Irish R. M.** E. E. Somerville and Martin Ross. (12) Cloth, 20c.
- Songs of the Cardinal, The.** By Gene Stratton-Porter. (7) Cloth, net \$1.35. Leather, Net. \$2.00.
- Testing of Janice Day, The.** By Helen Beecher Long. (9) \$1.25.
- Wings of Danger, The.** By Arthur A. Nelson. (9) Cloth \$1.35.

Non-Fiction

- Airship Boys in The Great War, The.** By H. L. Savler. (3) Cloth, 60c.
- Appendix to Bryce Report.** By Viscount Bryce. (8) 50c.
- Book of France, The.** By Winnifred Stephens. (8) \$1.25.
- Canadian Iron and Steel Industry, The.** By W. J. A. Donald. (9) \$2.00.
- Children's Story of the Eward.** By Sir Edward Parrott. Nos. 7 and 8. History. (12). Paper, 8c.
- Cinematograph Book, The.** By Bernard E. Jones. (2) Technical. Cloth, 75c.
- Climbing Plants.** By W. Watson. (3) Boards, 75c. Cloth, \$1.25.
- Electricity.** W. H. McCormick. (3) Cloth, \$1.25.

- Engineering.** By Gordon Knox. (3) Cloth, \$1.25.
- Eve of Battle, The.** By J. R. P. Sclater. (6) 50c.
- Fighting With King Albert.** By Capitaine Gabriel de Libert de Flemalle. (6) \$1.50.
- Fisherman's Luck.** By Henry Van Dyke. (3) Cloth, 50c.
- Hitting the Dark Trail.** By Clarence Hawkes. (9) \$1.00.
- I Accuse.** (Translated from the German and suppressed in Germany) By a German. (6) Cloth, \$1.50.
- In and Around London.** By Constance M. Foot. (3) Cloth, \$1.25.
- Modern Inventions.** By V. E. Johnson, M.A. (3) Cloth, \$1.25.
- Pentecost of Calamity, The.** By Owen Wister. (8) 50c.
- Sonny Bnny Rabbit and His Friededs.** By Grace MacGowan Cooke. (9) \$1.35.
- Story of Jesus for Young and Old.** By Rev. Jesse Lyman Hurlbut. (9) \$1.50.
- True Tales of Mountain Adventure.** By Mrs. Aubrey le Blond. Travel. (12) 35c.
- Voyages of Captain Scott, The.** By Charles Turley. (9) \$2.00.
- Woman's Diary of the War.** B. S. Maenaughton. (12) Paper Boards 35c.



Ottawa, Sept. 25.—Copyrights granted this month include the following books:

"The True Makers of Canada: The Narrative of Gordon Sellar, Who Emigrated to Canada in 1825." Robert Sellar, Huntingdon, Que.

"Science of Education." Robert Allan Pyne, as Minister of Education for Ontario, Toronto, Ont.

"History of Education." Robert Allan Pyne, as Minister of Education for Ontario, Toronto, Ont.

"School Management." Robert Allan Pyne, as Minister of Education for Ontario, Toronto, Ont.



The Queen sanctioned the publication in the October number of "The Girl's Own Paper and Woman's Magazine" of an authoritative article giving detailed particulars of the articles Her Majesty will require for the wounded during the coming winter.

Witnessing the Process of the Making of Books

Description of a Tour Through Briggs' New Publishing House, One of the Most Extensive on the Continent

A REPRESENTATIVE of Book-seller and Stationer had the pleasure of "touring" the new Wesley Building, the gigantic new home of the Methodist Book and Publishing Company, which concern is better known to the book trade as "William Briggs."

In the course of this tour, a lot of interesting and valuable information was learned from Edward J. Moore, under whose guidance it was made,

The concern lacks only fourteen years of a century of history, for it was away back in 1829 that "The Christian Guardian" was established by Egerton Ryerson, and his associates. From that beginning has grown one of the largest publishing houses on the American continent.

The name of the historic old Wesley Building on Temperance Street, so long occupied by this concern, has been perpetuated by giving the same name to the new building which is a five-story pile of terra cotta fronting 133 feet on Queen Street and 220 feet on John Street, while on Richmond Street, including the factory wing, there is a frontage of 194 feet.

The main entrance is from Queen street. The street level floor comprises five retail stores, fronting on Queen street and the press room to the rear and along Richmond street. Two of these stores are occupied as the Book Room stores, the larger taking place of the old retail store at 33 Richmond Street west, while the other introduces some new features, such as a "rest room," comfortably equipped with chairs and tables and further provided with writing facilities, and with current newspapers and magazines, these being surrounded by shelves filled with new and standard books.

After seeing these stores the next move was to shoot up on the elevator to top floor and out upon the roof where a fine panoramic view of the city presented itself.

The fifth floor is occupied by the various editorial rooms.

The Ontario Sunday School Association has taken quarters on this floor and it accommodates also the Methodist Missionary Society's offices and other church offices.

Different offices of the Methodist Church occupy the fourth floor and on this floor there are rooms used as a restaurant to furnish lunches for the employes during the noon hour, the cafeteria system being adopted. Men-

tion may also be made here of the automatic drinking fountains at intervals throughout the hallways and on the roof there is a filtration and ammonia cooling plant, through which, the drinking water is kept in constant circulation.

The Book Room offices are on the third floor, Dr. Briggs's office is at the Queen and John street corner and it was interesting to observe that the furniture of his office at the old Building, had been moved in toto to his new office, including the desk which he has used continuously for thirty-nine years and which had been used by his predecessor.

The corresponding section of the second floor is occupied entirely by the Wholesale Book Department. This comprises a manager's office and splendid sample room to the east and south, and extensive stock rooms on the Queen and John Street frontages. Anyone who has visited this department in the past will have appreciated how cramped it has been, and will realize the possibilities for growth and improved service that present themselves in the new location.

The rest of the trip was through the sections of the five floors, given over to the manufacturing end of the business.

The composing room, where day and night shifts are employed, is on the fourth floor. Anyone conversant with the printing trade will be impressed by the fact that fourteen linotypes have been installed here. In another section several type casting machines are kept busy.

In the corresponding section of the third floor are the stereotyping and electrotyping departments. The proof readers are on this floor.

On the second floor is a particularly interesting section of the plant—the bindery. The employes here include 280 young women and also a goodly number of men. There are nine folding machines, and it is a fascinating thing to watch them feeding printed sheets automatically and delivering them folded in specified sizes. There is something uncanny about the almost human characteristics of these and other automatic machines to be seen here.

Making Books

An interesting process is that of gathering the "signatures" or sections of a book, which are laid along in successive piles on a lengthy table. The operator passes along very rapidly, gathering in one signature from each pile as she passes until what is called the "sheets" of a whole book are in one

bundle. These "sheets" pass on in the next process to the stitching machines. They are either stapled through with wire, as is done with catalogues and the rougher forms of books, or are sewed with thread and tape laid on by half a dozen machines, each of which has some special feature, especially arranged, for this purpose. In the olden days this work of sewing was done entirely by hand, and to see these comparatively small machines interweave their stitches through the two hundred to three hundred pages of a book, sewing each one of them securely in place and at the same time laying tape on the back to strengthen and support the building, is an evidence of man's ingenuity. Other machines in the same section do the "rounding" and the "backing" of the books, and a gigantic power trimmer, which, in spite of oneself, brings thoughts of the French guillotine, trims off three sides of two piles of books at one operation. Passing to another section, one sees how the cloth covers of the book, technically termed "cases," are manufactured. Here cardboard blanks, cut to specified size, are fed into a machine along with the carefully-trimmed sheets of cloth. After leaving the operator's hands the blanks are pasted properly, laid on the cloth sheet and the edges turned over, held a moment to allow the glue to set, and then the finished cover passes out of the machine ready to be glued on the back of the book.

Making Book Covers

Another interesting process here is the embossing of the covers and the laying on of the gold and foil which aids so much in presenting an attractive cover. A good many people hesitate when they are told that solid gold goes to make up the embossed title on books which are bound in this way. When one sees here, however, actual sheets of gold leaf being laid on in the specified space on the book cover, afterward pressed in or embossed in a heated press and the surplus gold finally rubbed off, one realizes what a thing to be respected a book cover really is. In the same section are also to be seen the great French presses, in which the books, after they have passed the last process, are left for forty-eight hours or more to set before being placed on the warehouse shelves.

Lack of space forbids an extended description of other most interesting features of the plant.

New Goods Described and Illustrated

A new item introduced by the Defiance Mfg. Co., of New York, is the Premier File Perforator, made in the standard size, 2¾-inch gauge, and nickel-plated. It is designed to retail at 25 cents in the United States.

A new item which has just been brought out is the Blaisdell Ink Eraser, manufactured by the same firm who make the Blaisdell Paper Pencils. The new product is of spun glass material and can be sharpened in the same manner as the Blaisdell paper pencils.

A new talking machine for the toy trade is the Unitophone, manufactured to retail at one dollar in this country. It is the product of the United Talking Machine Co., of Philadelphia, who have appointed L. G. Beebe, manufacturer's agent, Toronto, their Canadian representative.

New Price Book

A new mechanism has been brought out for the National Loose Leaf Price Book, which is creditable for its novelty, strength and simplicity.

The feature of this new mechanism is a ball which has the effect of practically locking the rings in either open or closed position. This ball reposes in a pocket formed by notching the ring plates at their ends. A curved leaf spring keeps the ball constantly pressed against the ring-carrying plate.

In opening the binder, the ball (pushing against the spring) rides under the ring plate holding the rings open. When the rings are closed, the ball is above the ring plate, and the rings virtually locked in place. This price book has the oval rings, flattened at the sides to make the book thin, and saving wear on the leather where it comes in contact with the rings.

M. J. McLean, armed with new high explosive munitions to carry conviction to the trade regarding the stable lines of J. M. Dent & Sons, as well as their late fiction and war books, left in the latter part of September on a trip through the west to the Pacific Coast.

Do not neglect cheap wallpapers nor starve the high priced lines in your stock. Then, remembering how essential it is to be fully prepared for the great demand for medium-priced papers, you will have a well balanced stock.

New Fancy Papeteries

Several new fancy papeterie boxes have been introduced by Buntin, Gillies & Co., fitted with high-grade white, linen-finished stock. Among the attractive cover designs are girls' heads, scenic views, and artistic designs, in which the names form the characteristic features.

Dust-proof Display Case

"Haven't you any nicer looking erasers?" asked the lady customer. "These are fly-specked and positively need scraping." This question is perhaps finicky, but in these days of sanitary paper, towels and individual drinking cups, it is not beyond interrogation. The problem of how to keep a stock of stationery clean and fresh, and at the same time sacrifice none of its display, is worthy of study. Erasers, for instance, that remain boxed upon shelves have very little chance of helping to sell themselves, and open, upon a counter, may collect dust and lose their attractive and inviting appearance. To solve this problem comes Dixon's Dust-proof Eraser Assortment. Three dozen pencil, ink and combination erasers are always in sight of customers, and yet are protected from dust and dirt and kept clean and fresh by a thin transparent, window-like cover of the container. The case or container measures 8½ by 9¼ inches, and is fitted with an easel back attachment for display at angle.

More New Marbles

The Akro Agate Co., of Clarksburg, W. Va., have added a number of new styles of marbles to their line, which now contains ten different sizes and ten different colors.

A concern in London, England known as the Noah's Ark Toy Warehouse has brought out an interesting puzzle novelty called "The Way to Constantinople". The play calls for great patience and skilful manipulation of a steel ball around submarines and mines through the Dardenelles to Constantinople.

From Harold Reeves, Vale Road, Claygate, Surrey, England, comes an extensive list of music and musical publications, covering music of various countries, ancient and modern.

New Telephone Accessory

The Tollometer is a new telephone accessory being introduced by the Canadian stationery trade. The factory is located at Forestville, Conn., and the A. S. Huswitt Company are their Canadian sales representatives. The Tollometer is so designed that it may be attached to the telephone standard by simply adjusting the clamps for that purpose; or it may be set on the desk, or screwed to the wall or desk or to the telephone booth. If in the course of a long distance conversation there is an interruption, a simple pressure on the starting lever stops the hands of the Tollometer till proper connection is resumed, when the hands may be started again by another pressure on the starting lever. The object, of course, is to avoid excess charges for long distance calls.

For Attorneys

The Attorney's Cash and Ledger just put on the market by the Boorum & Pease Company, not only covers completely the bookkeeping requirements of an attorney, but forms a valuable record as well. It allows for listing in detailed form cash expenditures, total hours of service, cash received, judgments awarded, etc. This book is bound in black cloth, American Russia back and corners, gold filleted. It has a two-letter index in front, and title stamped on front cover. It is made in two thicknesses, 150 and 300 pages.

Fabric-covered Footballs

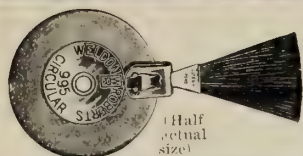
L. G. Beebe, manufacturers' agent, representing the Anderson Novelty Rubber Co., of Akron, Ohio, is showing, among other new items brought out by that firm, two big fabric-covered footballs, one round and the other Rugby-shaped, with rubber containers, to retail for ten cents each. These balls are nearly as large as regular footballs.



Not Quite Decided

The centenarian was being eagerly interviewed by reporters, and was asked, among other things, to what he attributed his long life and good health. "Wall," the old man replied slowly, "I'm not in any position to say right now; you see, I've been bargaining with two or three of them patent medicine concerns for a couple of weeks, but I ain't quite decided yet."

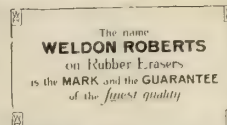
WELDON ROBERTS RUBBER ERASERS



No. 575—INK-PENCIL ERASER with beveled and pointed ends is an improvement on the old style.

No. 995B—BRUSH CIRCULAR TYPEWRITER ERASER has a detachable brush. This feature makes for economy. The quality of the rubber is unsurpassed.

ERASERS IN ALL STYLES FOR ALL PURPOSES.



WELDON ROBERTS RUBBER CO. OFFICE & WORKS NEWARK, N.J. U.S.A.

**THIS MATCH BOX COVER
WILL INTEREST YOU**



This crest appears on front of the covers supplied to Canadian market.

On back appears the following: "When struck we do our best and continue till we die."

Made to fit Canadian size boxes.

These handsome CELLULOID COVERED METAL Safety Match Box Covers in imitation MAHOGANY AND GOLD are a fitting and useful souvenir of a Canadian soldier at the front. Everyone with a relative serving will buy one.

RETAIL PRICE \$6.00 per gross, freight extra.

A NOVELTY AND BRITISH THROUGHOUT.

WRITE TO-DAY FOR A FREE SAMPLE AND FULL WHOLESALE AND RETAIL TERMS.

THE IVORINE MANUFACTURING CO., LIMITED

34, Gt. Titchfield Street

London, W., Eng.

Also suitable for advertising purposes.

Gold Medal Crayons



Highest award for Crayons and Chalks

Medal of Honor

Panama-Pacific International Exposition, San Francisco, 1915

We are pleased to announce this additional award, which is higher than a Gold Medal.

Samples of our Superior Crayons and Chalks, together with our catalogue, will be sent on request.

BINNEY & SMITH CO.

Makers of the Gold Medal Crayons

81-83 Fulton Street
London

Paris

New York
Hamburg

LUCKETT'S SECTIONAL POST BINDERS

MADE IN CANADA and made RIGHT



STYLE BE-END LOCK

Our catalog shows nine styles and eighty stock numbers. A binder for every purpose from high-grade corduroy and leather to low-price canvas transfers. Made to Canadian Standards in Post Sizes and Centers. Specials furnished to fit practically any requirement.

If you haven't our catalog ask for it and for our liberal dealers' discount.

Our line is complete—Memo Books, Ring Books, Post Binders, Ledgers.

LUCKETT LOOSE LEAF, LIMITED

215-219 Victoria St.

Dept. S.

Toronto, Ontario

Music and Musical Merchandise

BOOSTING AMERICAN SONGS

The Toronto Star's musical editor said in last Saturday's issue: "Several of the New York music publishing houses have gone back to their old habit of paying singers to introduce their songs. This shows the depths of demoralization into which the music business has fallen, because it was recognition that such a practice was ruinous to them which made the publishers some time ago mutually agree to discontinue it."

"That many of the publishers are in a bad way financially has been no secret for a long time. Bankruptcy for a couple of the more prominent has been among the possibilities all summer. Each realizes that only the production of a phenomenal hit can save him, and that is why they have gone back to the old way of hiring performers to sing their songs, thinking that possibly in that way their successes may be manufactured."



AGAINST THE ONE-LINE POLICY

Few grocers, if any, confine themselves to carrying one brand of tea because tea-drinkers do not confine themselves to buying one brand, says a writer in "The Canadian Music Trades Journal." The proprietor of a boot and shoe store may favor one make of boot but he stocks various makes to take care of the different tastes of different people. It would perhaps be impossible to find in all of Canada a music dealer attempting to do business with the publications of any one publisher. And certainly the majority of piano dealers represent more than one piano manufacturer.

Working on the same principle, a marked feeling is everywhere evident in the talking machine trade against the one-line policy. As one man puts it, "the day of the restricted-to-one-line agreement is getting on to late afternoon." What a fine job it would be for any traveller to go over the trade in the interests of any one music publisher and attempt to show the dealer that he should tie himself up to that one firm's songs! There are those who claim the sheet music trade would be the better for a fixed selling price in standard songs, etc., but it remains an open opportunity for anyone to come forward to champion the exclusive agency in sheet music selling.

Sheet music and talking machine records are both music with a great many points in common. No one brand of records will take care of all the trade. Various companies have recording ar-

rangements with different artists and from the record end—the cream of the talking machine trade—few dealers can afford to go on accomplishing the most in their own interests with one make of records.



NEW MUSIC COPYRIGHTS

Canada for Empire. Words by Laura Lewin. Music by Violet Bridgewater. Laura Lewin, Victoria, B.C.

By Order of the King. Words by Albert E. MacNutt. Music by M. F. Kelly. Anglo-Canadian Music Publishers' Association, Limited, London, England.

To the Downfall of the Kaiser. Words and Music by Elizabeth Findlay. Elizabeth Findlay, Toronto, Ont.

The Boys of the Maple Leaf. (One Step.) J. Whiteacre-Melville, Winnipeg, Man.

Kitchener's Question. Words and Music by Muriel E. Bruce. The Empire Music and Travel Club, Toronto, Ont.

March of the Allies. Arr. by Arthur W. Hughes. (Musical composition). Thompson Publishing Company, Toronto, Ont.

Little Etude in Broken Chords. By H. Loret, Op. 19, No. 6. (Musical composition.) Whaley, Royce & Co., Limited, Toronto, Ont.

Tennis. Words and Music by Wilson MacDonald. The Hawkes & Harris Music Company, Toronto, Ont.

Khaki. By Gordon V. Thompson. (Musical composition.) Thompson Publishing Company, Toronto, Ont.

The following are Remick publications:—

Life Has Just Begun. Lyric by Edward A. Paulton and Adolf Philipp. Music by Jean Briquet and Adolf Philipp.

You Are My Little Cupid. Lyric by Edward A. Paulton and Adolf Philipp. Music by Jean Briquet and Adolf Philipp.

The Girl Who Smiles. (March One Step.) By J. Bodewalt Lampe.

A Honeymoon in May. Lyric by Edward A. Paulton and Adolf Philipp. Music by Jean Briquet and Adolf Philipp.

The Story of a Sparrow. Lyric by Edward A. Paulton and Adolf Philipp. Music by Jean Briquet and Adolf Philipp.

Let Us Dance. Lyric by Edward A. Paulton and Adolf Philipp. Music by Jean Briquet and Adolf Philipp.

Your Picture. Lyric by Edward A. Paulton and Adolf Philipp. Music by Jean Briquet and Adolf Philipp.

Dance Me Good-bye. Lyric by Edward A. Paulton and Adolf Philipp. Music by Jean Briquet and Adolf Philipp.

Teach Me to Smile. Lyric by Edward A. Paulton and Adolf Philipp. Music by Jean Briquet and Adolf Philipp.

Gay and Frivolous. (Fox Trot.) By Antonio Celfo.

My Honolulu Bride. Lyric and Music by Harold Weeks.

Penelope. Poem by Richard F. Carroll. Music by Bert Howard.

Crossing the Bar. Written by Lord Tennyson. Music by Dr. A. S. Vogt. Whaley, Royce & Co., Toronto, Ont.

We've All Got Someone at the Front. Words by Gertrude Cornish Knight. Music by Annie J. Barrie. Annie J. Barrie, Port Arthur, Ont.

The Queen's Own. Words by Albert E. Shiels. Music by B. H. Barrow. Whaley, Royce & Co., Toronto, Ont.

Good-bye, Sweetheart, Good-bye. Words by Hattie M. Patterson. Music by Maud E. Bruce. Empire Music and Travel Club, Toronto, Ont.

"Off to Fight the Germans." Words and music by Philip E. Layton. Philip E. Layton, Montreal, Que.



A Hard Knock-

While Bookseller and Stationer gets many a bouquet from subscribers, there is an occasional brickbat. As representing the former we publish in this issue what R. O. Smith & Co., of Orillia, a firm classed among the leading booksellers of Ontario, said in sending in their renewal, and also significant statements in the letter from Mr. Grigg, of Pembroke, on another page.

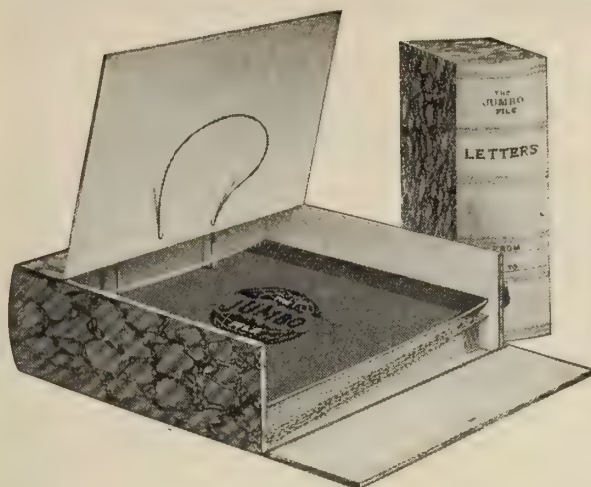
It remains for a firm in Beamsville, Ont., in reply to a letter requesting their subscription to say that "It isn't worth taking out of the post office!"

Are there any others who think that? If so, Bookseller and Stationer wants to know it.

The editor's private opinion is that there is something inexplicable in the attitude of anybody really interested in the book and stationery business who would hand down such a verdict about a paper that entails so much hard work as he puts into each successive issue. Is there balm in Gilead?



Mr. MacCullan is visiting Canada this Fall in the interests of Messrs. Verdier, of London, England, with a range of Christmas, Easter, and Birthday cards, etc.



Send in your orders for these Files, as well as for the Hoosier File, the best low-priced File on the market (see July Bookseller and Stationer); Legal Envelopes (see August Bookseller and Stationer), and the Acme Card Index Outfits (see September Bookseller and Stationer). Have you a copy of our 72-page illustrated catalogue of stationers' goods? If not, send for one. It will help you to do business more profitably.

Profitable and Easy to Sell THE JUMBO FILE

This is an ideal file to accommodate circulars and bulky correspondence. Same style as the LEADER, but has double capacity. Made of heavier binders' board and heavier wood parts than other files. Furnished with alphabetical or monthly index (December to January) at the same price.

Packed One Dozen to a Carton.

Inches Inside.	Per Dozen	Per Gross
Letter size, $10\frac{7}{8} \times 11\frac{5}{8} \times 4\frac{3}{4}$, Marked		
"Letters"	\$10.20	\$115.20
Cap size, $10\frac{7}{8} \times 14\frac{1}{2} \times 4\frac{3}{4}$, Marked		
"Invoices"	14.40	162.00

Supplied in half-gross lots at gross prices.

**GLOBE-WERNICKE GOODS ARE
THE STANDARD OF EXCELLENCE**

The Globe-Wernicke Co. Limited, Stratford, Ontario

Eagle ORLOFF Pencils

Retail Price 5c. each



Packed One Dozen in Pull-Off Box—Half Gross in a Carton, Hexagon Shape, Yellow Polish, Gilt Stamp. Accurately graded in NINE DEGREES: **2B B HB F H 2H 3H 4H 6H**

These pencils contain the purest and best Graphite, and are specially adapted for DRAUGHTSMEN, ARCHITECTS, LITHOGRAPHERS, BOOKKEEPERS and MERCHANTS.

EAGLE PENCIL COMPANY, 377 Broadway, New York

Kindly mention this
paper when writing
to advertisers.

IF YOU WANT SOME-
THING AND DON'T
KNOW WHERE TO GET
IT—WRITE US—WE'LL
TELL YOU.

BOOKSELLER AND STATIONER
Special Service Department

New Eyeletting Machine

Built in principle like the rapid-fire gun, the new Ideal Automatic Self-feeding Portable Eyeletting Machine will render the most efficient and speediest service on all kinds of office eyeletting.

This new machine is distinctively meritorious because the eyelets are loaded into a magazine in strips. After a strip is inserted, nothing further is necessary except the operating of the handle until all of the fifteen eyelets of each strip are used, and then another strip of fifteen eyelets can quickly be shoved into the magazine and the machine is again loaded. Eyeletting can be accomplished by this machine in less than a tenth of the time that "single-shot" punches require, and besides every eyelet is available; none are lost.

This new machine has very few parts and the makers state that all are sturdy and substantially constructed of the very best materials of their respective kinds, there being no fine adjustments and nothing to get out of order.

Lawyers, architects, public accountants, patent attorneys, and in fact every commercial house, insurance and railroad companies, city, county, state and Federal offices, and wherever permanent binding of papers together is required, would find the new Ideal Self-feeding Portable Eyeletting Machine a wonderful link in office economy and all that its names implies, "Ideal." An illustrated descriptive circular of this new machine has reached Bookseller and Stationer from the makers, the Ideal Specialties Mfg. Corp., 552 Pearl street, New York City.

**POINTERS WORTH REMEMBERING**

One firm in the U. S. conducting syndicate stores has ordered 1,000 gross of Children's sleds to sell at 10c each.

Stock up in lanterns, pumpkins, false faces, crepe paper, post cards, pea-shooters and other novelties for Hallowe'en.

Put in a Hallowe'en window display. There is ample scope for a most striking window.

For the novelty department—small hair barrettes are good sellers this season; so are scroll hairpins.

The latest handbag is half-moon shaped, with cloth and horn handles.

Charlie Chaplin postcards are strong sellers, but go easy on Chaplin statuettes, etc.

One of the latest ideas in high-grade post cards is a hand tinted initial correspondence card, with scenic decoration in connection with the fancy initial. The cards are made by the "offset" method.



McClelland, Goodchild & Stewart have been given control of the Canadian sales of the Boston Cook Book.

Better Business in Montreal

Booksellers Careful in Handling
School and College Text Book
Trade—Oppenheim in High
Favor

By our Regular Correspondent

MONTREAL, Oct. 1.—There has been a decided improvement in business according to the retail stores of Montreal. One of the largest establishments noticed an improvement in the month of June, which has been continued ever since. Whether this is new business which is coming to this particular store, or whether it is a genuine improvement, is hard to say. There is no doubt, however, that in this particular case, books and stationery have a big share.

Two of the most prominent book dealers have been kept exceedingly busy during the latter part of October owing to the demand for college text books. With so few in the field, there should be a better thing in this business than there was when competition was so keen. In order to get this business, it is necessary to keep close in touch with the college professors, and to be careful with credit given to the boys. The small profit on this class of goods will not permit of any stock being left on the dealer's hands, or of any mistakes being made.

In the earlier days, it was often the custom for dealers to get left with large quantities of these technical books on their hands. Each counted on getting a good slice of the business, but it often happened that the students clubbed together, and secured a better price from one dealer on a large quantity. The result was that many of the other dealers were left and have since refused to touch this business at all.

During the past month, booksellers and news vendors have been taking more interest in the sale of MacLean's Magazine, and by using a little ingenuity some of them have achieved really remarkable results, showing the value of display. This magazine sells for a higher price than the average magazine, but being purely Canadian, it has a demand which can be filled by no other magazine. By showing it in windows and showcases, the sale of this magazine has increased by between five and six hundred in Montreal during the past month.

It is of interest that three books of poems, by Montreal authors, will shortly be published. These are from the pens of Beatrice Redpath, Warwick Chipman, and Alfred Gordon. This month also saw the arrival of Mrs. Fenwick William's long expected novel, "A Soul on Fire." Several applications have already been made for the moving picture

rights of this story, the plot of which is laid in Montreal. "The Miracle Man," another story by a Montreal author, is having a steady sale. Recently it was dramatized by Cohan, but the war interfered with its success, as it did with all dramas.

War books, which are having a good sale are "J'Accuse," by a German, mentioned in a former issue, and "The Soul of Germany," by Frank F. A. Smith, who was a professor of English in a German university before the war. "The Penticost of Calamity," a small book on the war by Owen Wister, which was published in the United States at 50c, has been having a good sale. Another small book on the war which has met with favor from the public is "Aunt Sarah and the War." Sir Gilbert Parker's book on the war, "The World in the Crucible," has certainly been a success in Montreal. A copy in a certain Montreal circulating library has been as much in demand as any novel.

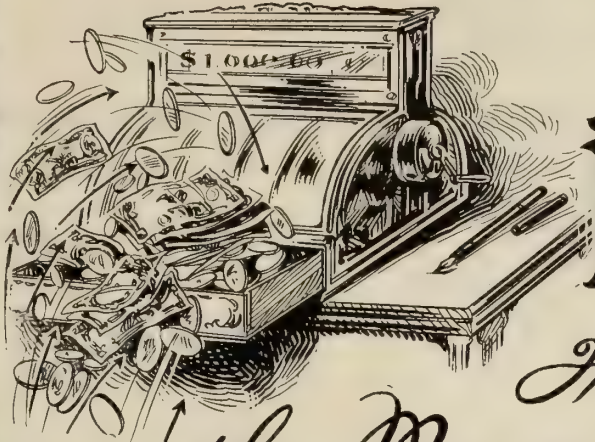
E. Phillips Oppenheim has been growing in popularity of late. It appears that the average man is sick of the war, and is anxious to get hold of a rattling good story which will carry him a thousand miles away from the scene of action. It has been noticed that many men who purchased a copy of his recent work "The Double Traitor," came back and placed orders for copies of his other works, taking care to go over the rack of second hand books, choosing those by the above author wherever they could be found.

Among the best sellers of new fiction this month, particular mention should be made of "Dearer than Life," by Joseph Hocking. This is a war novel, and is having a sale almost as big as that of "All for a Scrap of Paper," by the same author, which obviously has something to do with the war. One of the best sellers of the month has been "Etham House," by Mrs. Humphry Ward. "Of Human Bondage" continues to sell, but mostly to the "high brows." As will be remembered, it is from the pen of Somerset Maugham.

There has been a remarkable demand lately for the works of Conrad, and it would really appear that people in Montreal are only just beginning to realize what a good writer he is. Perhaps the fact that he is a Pole may have something to do with it. His latest story "Victory," is said to have been written specially for ladies. There is a continued good demand for all Russian authors.



On the occasion of a visit to Montreal this month by S. B. Gundy, of the Oxford University Press, Professor and Mrs. Stephen Leacock entertained a few friends at the University Club to meet Mr. Gundy.



MAKE FOUNTAIN PEN PROFITS

WITH
*The Pen with
the Magic Button*

Simple, Satisfactory, Material and
Workmanship absolutely guaranteed

THE "A.A." FOUNTAIN PEN

always ready for service.

DIP IN THE INK, TWIST THE BUTTON,
IT'S FILLED.

There is at least one pen point to suit every customer in each of our assortments of self-fillers, lower-end joint, middle joint, and safety fountain pens. Attractive display cases free. Write to your local jobber or to us for prices and trade discounts on this

PROFITABLE LINE

Arthur A. Waterman & Co.

Established 1895

22 Thames Street . . . New York City

Not connected with the L. E. Waterman Company



The Fight to Remove Stamp Tax on Postcards

Additional Evidence of Its Futility as a Fund Producer for the Government—Country Loses by Continuing This Tax—Parliament Will Be Asked to Remove It—Help of Retailers Wanted

FOLLOWING up the letter sent to the trade by the wholesale Post Card Association, another has been prepared to go to those who did not respond to the first appeal. A copy of this letter follows here:

Toronto, Sept. 25, 1915.

Dear Sirs,

Two weeks are more ago we mailed you a circular asking you what effect the increased postage on pictorial postcards had had on this end of your business, but are sorry to say we are still without your reply.

We have gone to a great deal of expense, not only on our own behalf but on that of the retailers. The cost of our first circular was \$100.00 and while we have received hundreds of replies, to make this campaign effective we must have thousands. To get this result we are investing another \$100.00 in writing you and the other dealers who did not favor us with a reply. We are encouraged to do this by the fact that all of the replies we have received show retailers' sales have dropped 50% to 90%, proving conclusively that the Government is losing money on the increased postage on pictorial postcards.

Parliament will meet in November and we intend sending representatives to Ottawa, but we must have weight behind us. If you pull your vote against the war tax on postcards, we will undoubtedly have a very strong case, and it is your duty to vote on something that is not only vital to your own interests but to the country and the community at large.

And, do not forget that a note to your representative in Parliament will help, as you will be giving him information on the subject that he is not likely to know anything about.

Yours faithfully,

THE WHOLESALE POSTCARD
ASSOCIATION OF CANADA

The decision to make this extra effort to get the retailers to realize their responsibilities was taken at a meeting of the wholesale Postcard Association at the Toronto Board of Trade.

Secretary Banks reported the following analysis of replies that had been received from dealers indicating the extent to which post card sales had fallen off as a result of the imposition of the extra one cent war stamp tax:

24 per cent. dropped 50 per cent. of sales
10 per cent. dropped 60 per cent. of sales
31 per cent. dropped 75 per cent. of sales
18 per cent. dropped 85 per cent. of sales
8 per cent. dropped 90 per cent. of sales
9 per cent. made remarks without indicating extent of lost sales.

Several of the members emphasized the importance of getting dealers to appreciate that in petitioning for a removal of this stamp tax, it is not to evade responsibility in sharing the burden of war expense. Not one member of the trade, wholesale or retail, would adopt such a course. But in this case of the war stamp tax on post cards, the facts clearly show that instead of raising money, the government is losing money as a result of imposing it.

The same business course then is to remove the tax.

Retailers are urged to actively enlist the efforts of their parliamentary representatives and the newspapers in their communities setting forth the true state of affairs in this connection.

Newspapers could also do good work in giving publicity to the asinine actions of some postmasters who are not posted as to the rules and regulations of the Post Office department. For instance the new regulations did not affect travelers' advance cards, yet many cases have been reported of these cards being held up by postmasters and returned stamped "postage due 1 c." This is not restricted to remote hamlets. Incidents of the kind are reported regarding one of the Toronto branch post offices.

The wholesale Postcard Association will prepare a supply of display cards emphasizing the facts that a 1c stamp is sufficient for all postcards not bearing a written message and even for postcards with greetings of five words in writing, such as "Wishing you many Happy Returns."

One of these cards will go to each dealer who has replied to the Association's first letter and who respond to the second call.

The Association is particularly anxious to have the trade appreciate the value of getting as representative an expression of views as possible to support them when they go before to Ottawa with their petition after the opening of Parliament in November.

Characteristics of Holiday Papeteries

Highly Attractive Designs Shown in Christmas Assortments—Correspondence Cards Much in Evidence

PAPETERIES will be as much in evidence as ever in this year's Christmas stocks. This is indicated by the advance orders that have been placed by dealers and by the expectations of wholesale houses in the orders yet to be placed for the coming season's trading. The different collections show perhaps a higher degree of genuine merit than has ever characterized this class of goods in any previous year.

Tinted papers are much in evidence. Linen stock leads but plate finish is also highly favored. Much attention has been paid to containers this year. On the part of some makers, the practice of

building up boxes, leading prospective purchasers to believe that they are getting far more paper than is actually the case, is being discontinued.

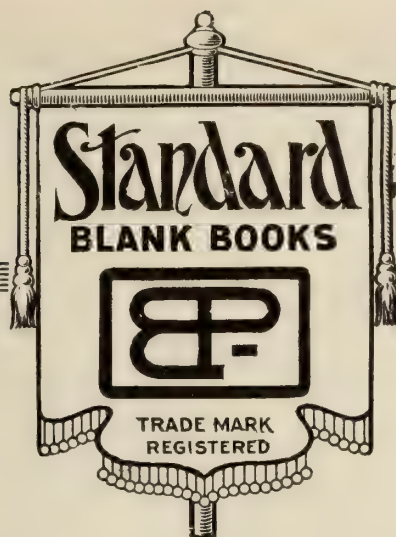
The decorations of the boxes are in better taste than ever before. Black and stripes, which are so favored in other lines of merchandise, are noticeable among the new papeterie designs. The striking appearance of these boxes make them ready sellers and, incidentally it may be mentioned here, that they will lend themselves readily for effective window displays.

Papeterie assortments having correspondence cards instead of notepaper

are plentiful, in keeping with the widely increased general use of correspondence cards which has been manifested of late.

Correspondence sheets and cards embossed with initials are excellent numbers, the tendency being toward small gold letters rather than a spreading, brilliantly colored monogram.

In the higher priced goods the unique double boxes and folding drawers brought out last year will probably lead. In the holiday papeterie line so much attention is paid to the container that unusual efforts should be made to secure stock that will meet this demand for attractiveness.



Quality and Service

WITH the addition of our new seven-story concrete building, erected about a year ago, and given over entirely to our finished products—as well as the extension to our factory of 25,000 square feet, we are unquestionably the largest manufacturers of Bound Blank Books and Loose Leaf Devices in the world.

This steady, healthy growth dates back to 1842, and was made possible by the loyalty and confidence of the most progressive Stationers and Jobbers throughout the world.

We appreciate this loyalty and confidence and want to continue to serve you—but even better, and this we believe we can do with our increased facilities.

Boorum & Pease Co.

Makers of "STANDARD" BLANK BOOKS AND
LOOSE LEAF DEVICES

HOME OFFICES:
Front Street and Hudson Avenue
BROOKLYN, N.Y.

FACTORIES: St. Louis, Mo.
Brooklyn, N.Y.

SALESROOMS:
109-111 Leonard St., New York. Republic Bldg.,
Chicago, Ill.
220 Devonshire St., Boston, Mass. 4000 Laclede
Ave., St. Louis, Mo.
Canadian Representative: J. G. F. Ansley, 408
Lumsden Building, Toronto, Canada.
Stocks of our loose leaf lines are now carried by:
Copp, Clark Co., Ltd., Toronto, Canada; McFar-
lane, Son & Hodgson, Ltd., Montreal, Canada.



Season's New Styles in Correspondence Papers

NEW YORK, Sept. 28.—The dainty notes sent between girl friends, sweethearts and family, invitations to receptions and teas, all have their little touch of personality stamped upon their appearance, regardless of what is said within.

Pure white is, of course, the most aristocratic style of any, especially for an elderly woman.

Color for Buds

For the young debutante, an exquisitely tinted paper is in good taste, in salmon, oyster blue or Dresden. Sometimes the salmon has a dull rose and the blue a cadet blue half line around the edge.

Formerly a monogram was engraved in a corresponding shade in the corner of the sheet, but fashion no longer de-

crees this, for the engraved initials are meant to stay, and it is the old custom and law for the girl to be ever ready to change her name when the right opportunity presents itself, and Dame Fashion now dictates, and so to be in good taste the engraved monogram must be tabooed.

Lively French Gray

But the correspondence paper for an older woman is more than ever elaborate this year. One style in pale French gray, with a heavy monogram in silver and black, is decidedly distinctive. A natural colored oak, with dull brown and gold monogram, or the shaded tints of lavender or violet, with a two-toned silver monogram, are in good taste for a woman who wishes something that will truly bespeak her personality.

The ordinary correspondence card is beginning to fall into disfavor, yet one attractive style for those who prefer the card to notepaper is being used, which has about one inch of the card folded back to form a flap, and the monogram is designed in the centre of the flap.

Engraved Invitation Novelty

A new type of paper for engraved formal invitations for receptions, teas, etc., is the panel sheet. An impressed border about half an inch wide runs around the edge and the paper itself is cut long and rather narrow. Although more expensive than the usual formal style, it is very distinguished in appearance.

Sealing wax is still in vogue and offers much in the way of charm and personality in the appearance of a letter.

Tyrrell's to Occupy New Store

Business to be Concentrated in Big New Establishment. Thomas Nelson & Sons to Occupy Present King Street Store of Tyrrell's

TORONTO, Oct. 1st.—William Tyrrell & Co., who conducted book and stationery stores on King Street East, and on Yonge Street near Bloor, have acquired a new store at 780 Yonge Street, on the opposite side of the street from the other store and before very long will concentrate their whole business in the new store which will be a model of its kind.

This new store is twenty-eight feet wide with a depth of one hundred and twenty feet, to a lane. The book and stationery business proper will occupy the front part of the new store to a depth of sixty feet, then a section divided from the front by an arch will constitute the new art gallery and to the rear of that will be the offices and shipping and receiving rooms. The large basement will afford ample space for the work rooms in connection with the picture framing department and for the accommodation of reserve stock.

It is as yet uncertain as to the exact time this change will be made but when the King Street store is vacated, Thomas Nelson & Sons, will move into it, their business in Canada having developed so rapidly since the opening of the Canadian branch two years ago, that the use of considerably increased floor space has become imperative.

Would Abolish the News Stands

Toronto Booksellers and Stationers Continue Fight Against Unfair Competition of Newsboys

TORONTO, Oct. 5.—Retail booksellers have petitioned the city to abolish newsstands on the streets. This latest campaign goes farther than ever before in the fight against what is considered unequal competition in the sale of magazines on the part of newsboys.

The argument is that while it is all right for newsboys to sell newspapers, they are taking legitimate business away from retail merchants when they sell such periodicals as *The Ladies' Home Journal*, *Collier's Weekly*, etc. The booksellers are paying high taxes but by this existing evil they lose not only magazine sales, but also sales of other goods that would be made to customers coming into the stores to buy magazines.

Works Commissioner Harris says that he believes that, in the main, the boys observe the regulations already existing. These regulations are that the boys must restrict their sales to newspapers and weekly publications that are not magazines.

Mr. Harris adds that frequent inspection is the only way strict observance of the regulations can be procured. He points out, however, that inspection will not remove the objections of the deputation from Yonge street who waited upon the committee at its last meeting. They asked for the abolition of the stands altogether. This Mr. Harris does not recommend.

New Bookstore for Toronto

Lomas Book and Stationery Store to Begin Business This Month

Toronto, Oct. 1.—Workmen are busily engaged in working a transformation in premises next door to the Albany Club, King Street East, for a new store to become the home of the newly organized Lomas Book and Stationery Company, under the management of Harry Lomas. The store has a frontage of twenty-three feet and is one hundred feet deep. Besides a complete book and stationery stock there will be a well appointed art department as well. Further particulars will be given in the November issue of *Bookseller and Stationer*.



From the Boston Music Company comes their thirtieth announcement comprising 32 pages. Following is a significant passage from the introduction: "Like other industries largely dependent upon European markets, the music trade of America has shown in the past year to what a remarkable degree it is possible for this country to free itself from outside factors in producing what heretofore has been derived mainly by importation." The catalogue lists a large number of vocal and instrumental selections as well as many volumes dealing with the study of music. With this catalogue came another descriptive of the B. M. Co. Edition, which is referred to as being distinctly a feature edition.

GOLD MEDAL AWARDS! PANAMA—PACIFIC EXPOSITION

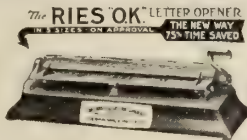
Each of the three lines—the Washburne "O.K." Paper Fastener, the Sanitary "O.K." Eraser and the Ries "O.K." Letter Opener has received Medal of Highest Award at the Panama-Pacific International Exposition. This is a strong indorsement, another feather in the cap of these well-known products. Wherever shown, they receive the highest indorsement whether at expositions or in the offices of business men.



Mr. Dealer: These lines are well-known office necessities not only here but in all foreign countries. We create the demand through persistent advertising and we ask your co-operation in their distribution. The demand will be continuous and your profit liberal and constant.

Keep well stocked with the famous Washburne "O.K." Paper Fasteners in all three sizes, which are in greater demand now than ever before.

Attractive "O.K." display signs, illustrated and descriptive literature for the asking.



Whether it is the Washburne "O.K.," the Sanitary "O.K." or the Ries "O.K.," each sells on its merits. Every sale means a satisfied customer.

Orders received through your jobber or direct. Price Books and electroplates sent on request.



THE O. K. MANUFACTURING CO., SOLE MAKERS, SYRACUSE, N. Y., U.S.A.

SHEET MUSIC AND MUSIC BOOKS OF THE BETTER CLASS

We are sole representatives in Canada of the leading English music publishers and carry a very complete stock of standard publications for educational and general use.

NEW SONGS, PIANO MUSIC, VIOLIN and ORGAN MUSIC, ANTHEMS and CHORUSES in great variety. Liberal discounts to the trade.

ANGLO-CANADIAN MUSIC PUBLISHERS ASSOCIATION, Ltd.

ASHDOWN'S MUSIC STORE

144 Victoria Street, TORONTO

The Hawkes & Harris Music Co.

MUSIC PUBLISHERS

10 SHUTER STREET (Opp. Massey Hall) TORONTO

Our stock of SHEET MUSIC and MUSIC BOOKS is one of the most extensive on the Continent of North America.

THE PREMIER EDITION—Price 10c.

"Excelsior Series" Standard Songs, Vocal Duets and Pianoforte Music.

Engraved and printed in the best style on excellent paper. There is nothing cheap about the Excelsior edition except the price, 10c.

Now Ready Canadian Music Books, No. 1, Price 25 cts. Containing songs by Gounod, Nevin and Carrie Jacobs-Bond, etc., etc.

We carry in stock the Publications of Hawkes & Son and Lafleur & Son for Orchestra and Band.

Write for catalogues and trade terms.

HAWKES & HARRIS MUSIC CO., - TORONTO

"CLIMAX" SQUARE TOP PAPER CLIPS

The Best and Most Economical Paper Fastener on the Market

Packed 1,000 to the box

1,000 Postpaid on receipt of 25 cents.

6,000 Postpaid on receipt of one dollar.

Packed 10,000 to the box. F.O.B. Buffalo.

10,000	-	-	-	-	11c	per 1,000
50,000	-	-	-	-	8c	per 1,000
100,000	-	-	-	-	6½c	per 1,000
500,000	-	-	-	-	6c	per 1,000

BUFFALO AUTOMATIC MFG. CO.

457 Washington Street

BUFFALO, N.Y.

Advertising is an insurance policy against forgetfulness. Stopping an advertisement to save money is like stopping a clock to save time. —it compels people to think of you—Galveston News.



Made in America by
The Oldest Lead Pencil Factory in America

WHEN we announce that the "Van Dyke" Is the Best pencil we have produced, every stationer knows that it must be one of exceptional merit.

Fifty years of experience, coupled with the best efforts of our chemical laboratory in the conduct of varied and prolonged experiments to provide what is essential in a lead we would call "our best," have resulted in the "Van Dyke."

Absolute smoothness, an unvarying texture and a wear-resisting durability—elements so necessary in the ideal drawing lead, have been developed to an unusual extent, and the "Van Dyke" will more than satisfy the most critical of professional and technical users.

No. 600 "Van Dyke" is Hexagon Shape, Yellow Polish, with lead in the following degrees: 6B, 5B, 4B, 3B, 2B, B, HB, F, H, 2H, 3H, 4H, 5H, 6H, 7H. Quality and Accuracy of Degree of Lead Guaranteed.

We shall be glad to submit samples and interesting prices to the trade upon request.

EBERHARD FABER - - - NEW YORK

The Publisher's Page

By F.I.W.

¶ We heartily commend this letter to the attention of the trade generally, and travelling salesmen particularly.

¶ It is a notable response to the leading article in our September issue.

PEMBROKE, ONTARIO, Sept. 23, '15.

Editor Bookseller & Stationer,
University Ave.,
Toronto, Ont.

Dear Sir:

I read with interest your article in the September "Bookseller and Stationer" criticizing the Canadian booksellers for their lack of activity and push. With regard to the article I have nothing to say, as I know most of us are guilty and deserve the criticism; but what I do want to criticize is the travelling man who complains of the backwardness of the bookseller. Now what does this representative of our wholesalers do to better the backwardness of the bookseller?

So far as my experience goes I charge him with doing nothing. We often see articles in advertising papers, telling us never to miss seeing the traveller, as he has something to tell us besides selling us goods. Now that may be true in some lines of business, but I have never found it so with the travellers in our line. Every traveller that calls on me I try to extract from him something concerning methods of selling his and other goods. Of course they tell us to put them in a window, but they cannot tell us how some other man had arranged them there, and the rattling good card he had with them. The book and stationery traveller does not seem to have his eyes and ears open for ideas for displaying and schemes for selling goods.

It cannot be said of the average bookseller that he is so lacking in originality that he has no ideas and plans worth passing on to another. For my part I cannot leave my home town and go to another without getting a note-book full of ideas; and the traveller has even a better chance, as he can get ideas in conversation with his customer, whereas I profit only from what I see. I venture to say that the traveller's customer would find that sort of conversation mighty interesting, even more so than the war and the weather.

The writer knows that the wholesaler spends much money and time in devising ways and means for the retailer to dispose of their goods, but I believe if the wholesalers would prod up their travellers to see their privilege of doing good it would be the greatest selling aid they could give the retailer.

I believe, Mr. Editor, that the chief value of an organization is the interchange of ideas, and as you know, we have no such organization. I believe, however, the traveller could in a large measure fill that gap if he were up to his job.

I wonder, Mr. Editor, if a hint from you on this subject, through your columns, would not waken the book and stationery traveller to see his privilege of doing a great service to the trade. I am afraid that I have already taken up too much of your time, as I know you are too busy preparing your big Fall Number to listen to one crying in the wilderness.

Yours very truly,

A. GRIGG.

BOOKSELLER & STATIONER

143-153 UNIVERSITY AVENUE, TORONTO, CANADA

Time and Material
Saver. Weighs
about 4 lbs.
Fully nick-
eled plat-
ed. 100%
fool-
proof.

IDEAL SELF-FEEDING AUTOMATIC PORTABLE EYELETTING MACHINE.

This new machine has a "Trough Magazine" for the recep-
tion of Ideal Eyelets formed into strips of (15) fifteen
(patented in the United States and foreign countries.) With
but one stroke of the handle papers are perforated, eyelets are
automatically inserted and made secure, without a miss or a
skip, NOT AN EYELET IS LOST. No other portable device as
efficient, none so simple or sturdy of construction as the Ideal. A
real boon to the busy office.

FREE TRIAL

One only Ideal Automatic Self-Feeding Eyeletting
Machine sent to responsible dealers on 30 days' trial.
It must meet fullest approval or may be returned for
credit. Price and trade discount from sole Mfrs.

IDEAL SPECIALTIES MFG. CORP.

552 PEARL STREET
NEW YORK, U.S.A.

IMPROVED SUPERIOR PAPER FASTENERS

(Improved August, 1914.)

ARE APPROPRIATELY NAMED. THEY
ARE SUPERIOR TO ALL OTHERS.

Improved Superior Paper Fasteners have double
prongs, two (2) piercing points tend to prevent
papers from twisting.

Improved Superior Paper
Fasteners have closed
prong housings which
protect fingers from be-
ing lacerated; this is not
so with the open sleeve
kind.

Recent Improvements (i.e.)
deeper double prongs
and prong housings and
the new chamfered
edges, each an added
efficiency, have made the
Improved Superior Paper
Fasteners Fit the paper.
They are by far the peer
of all others.

ACTUAL SIZE



TRADE MARK

SEE THOSE
PRONGS?

The Harbison Company

Incorporated

1269 Broadway

New York City



MANUFACTURERS

OF THE

DAINTY MADE
GREETING
CARDS

MADE IN AMERICA

The most complete line of Dainty Made and un-
usual Greeting Cards for Christmas and other
seasons in die-stamped and engraved and hand-
colored.

We have a special display box of 144 cards which
retails for \$10.00, on which the dealer makes
100%.

Send for sample assortment and satisfy yourself
as to the attractiveness and quality of these cards.



Give Your
Erasers a
Chance to
Sell
Themselves

Don't coop them up in boxes upon shelves, just
to keep them clean and fresh. It's unnecessary.

No dust or dirt will collect upon the contents
of a

DIXON'S DUST-PROOF ERASER ASSORTMENT No. 1090

because the container is protected by a thin,
transparent window-like cover. The contents
are three dozen pencil, ink and combination
erasers, in red, white, blue, grey, green colors.
Container is 8 1/4 by 9 1/4 inches; fitted with easel
back attachment, for counter display, as illus-
trated. Order this new eraser assortment or
write for prices and information to the

Joseph Dixon Crucible Co.

JERSEY CITY, N.J.

J-78

TOY PROFIT

There is good profit in a line of Toys—besides,
it attracts the family trade and that is the kind
that pays.

Successful toymen keep posted on trade hap-
penings, new articles, new ideas of salesmanship
and window dressing, where to buy stock, etc.

"PLAYTHINGS"

each month has all the news of the toy trade.
Subscription price ONE DOLLAR AND FIFTY
CENTS a year postpaid.

Subscribe now and join those who are keeping
up-to-date and in the swim.

A sample copy free if requested.

McCREADY PUBLISHING CO., 118 East 28th Street
NEW YORK

HOLD THE LINE



(Registered)

Here's the line to hold—John
Heath's Telephone Pen. You
will not hold it long because
it sells so quickly. There's
quality about it. It writes
smoothly, never corrodes, and
lasts long. Get connected with
the Telephone Pen for quick
sales.

London (Eng.)
Export Agency,
8 St. Bride St.,
LONDON, E.C.

Supplied by all
the leading
wholesale
houses in
Toronto and
Montreal.

BUYERS' GUIDE



**MADE
IN
CANADA**

ADDING MACHINE ROLLS

More profit for the dealer.
Write us for samples and prices.

MONARCH PAPER CO., Limited
Manufacturers 419 King St. W., Toronto

Your Ad here
would cost you
\$25.00 a year.

LOOSE-LEAF METALS

De Luxe Line Metals are used in every civilized country in the world. We make all kinds. Write for Catalogue No. 32.

WILSON-JONES LOOSE LEAF CO.
CHICAGO NEW YORK

Wycil & Company

85 Fulton Street, New York City

carry a large stock of

**German, French, Spanish
and Italian Grammars**

of the

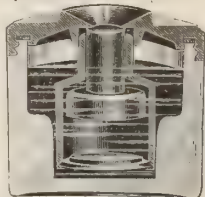
Gaspey-Otto-Sauer Series

Liberal Discounts to the Trade

THEY MAKE MONEY

For the Dealer because they Save Money for the Customer.

Sectional View. Pen, pushing down float in middle, forces fresh ink onto penpoint. Float then closes bottle like a cork. No waste, spill, spatter or blot. Ask for descriptive catalog.



Made in America.
Self-closing Inkstand:

Sengbusch Self-Closing Inkstand Co.
200 Stroh Building, Milwaukee, Wis., U.S.A.

ART SUPPLIES.

Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.

BLOTTING PAPERS.

The Albemarle Paper Co., Richmond, Va.
John Dickinson & Co., Montreal.
Dawson & Sons, W. V., Montreal.
Eaton-Dikeman Co., Lee, Mass.
Standard Paper Mfg. Co., Richmond, Va.

BLANK BOOKS.

Boorum & Pease Co., Brooklyn, N.Y.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
National Blank Book Co., Holyoke, Mass.
The Copp, Clark Co., Toronto.

CHRISTMAS AND PICTURE POST CARDS.

Birn Bros., 266 King St. W., Toronto.
Menzies & Co., Toronto.
Packard Bros., 329 Craig St. W., Montreal, Que.
Valentine & Sons, Toronto and Montreal.
Raphael Tuck & Sons Co., Ltd., 9 St. Antoine Street, Montreal.

CODE BOOKS.

The American Code Co., 83 Nassau St., New York.

CRAYONS.

American Crayon Co., Sandusky, Ohio.
Binney & Smith, New York.

EYELETTERING MACHINES

Ideal Specialties Mfg. Corporation, 552 Pearl St., N.Y. City.

ENVELOPES.

Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.

FANCY PAPERS, TISSUES AND BOXES.

Dennison Mfg. Co., Boston.
Menzies & Co., Toronto.
A. R. MacDougall & Co., 266 King St. W., Toronto.

FOUNTAIN PENS.

Arthur A. Waterman Co., Ltd., New York.
Sanford & Bennett Co., 51-53 Maiden Lane, New York.
A. R. MacDougall & Co., 266 King St. W., Toronto.
Paul E. Wirt Co., Brown Bros., Ltd., Toronto, Canadian Agents.

INKS, MUCILAGE AND GUMS.

Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
S. S. Stafford Co., Toronto.
"Gloy," A. R. MacDougall & Co., 266 King St. W., Toronto.
"Glucine," Menzies & Co., Limited, 439 King St. W., Toronto.

INDELIBLE INK.

Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.

INKSTANDS.

The Sengbusch Co., Milwaukee.

LEAD AND COPYING PENCILS.

American Pencil Co., New York.
A. R. MacDougall & Co., 266 King St. W., Toronto.

LOOSE LEAF BOOKS, BINDERS AND HOLDERS.

The Brown Bros., Ltd., Toronto.
Boorum & Pease Co., Brooklyn.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Copp, Clark Co., Toronto.
Luckett Loose Leaf, Limited, 215 Victoria St., Toronto.
National Blank Book Co., Holyoke, Mass.
Rockhill & Victor, 22 Cliff St., New York City.
Smith, Davidson & Wright, Ltd., Vancouver.
Stationers' Loose Leaf Co., 203 Broadway, N.Y., and Milwaukee, Wis.
Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

THE FAULTLESS LINE OF LOOSE LEAF METALS

Most complete line of Ledger, Sectional Post, Solid Post and other Loose Leaf Metals.

On request to-day our Catalog GC and special proposition.

STATIONERS LOOSE LEAF CO.

342 Broadway - Milwaukee, Wis.
203 Broadway - New York City

CARBON PAPERS AND TYPEWRITER RIBBONS

Manufacturers of the highest quality.

It will pay you to give your customers the best.

J. A. HEALE & CO.

96 JOHN STREET NEW YORK

Standard Commercial Works

**CANADIAN CUSTOMS TARIFF
HAND BOOK.** Enlarged and revised to date.Price, \$1.00

MATTE'S INTEREST TABLES at 4 to 10 per cent.Price, \$3.00

MATTE'S INTEREST TABLES at 3 per cent.Price, \$3.00

HUGHES' INTEREST TABLES and book of days combined, at 3 to 8 per cent.Price, \$5.00

HUGHES' SUPPLEMENTARY INTEREST TABLESPrice, \$2.00

HUGHES' INTEREST TABLES at 6 and 7 per cent., on folded card, Price, \$1.00

HUGHES' SAVINGS BANK INTEREST TABLES, at 3 or 3½ per cent., each on separate card.Price, \$1.00

BUCHAN'S STERLING EXCHANGE TABLESPrice, \$4.00

BUCHAN'S STERLING EQUIVALENTS AND EXCHANGE TABLES. Price, \$4.00

BUCHAN'S PAR OF EXCHANGE (Canadian) Mounted on card. Price, 35c

THE IMPORTER'S STERLING ADVANCE TABLES. From 5 to 100 per cent. advancePrice, \$2.00

IMPORT COSTS. A new Advance TablePrice, \$1.50

THE IMPORTER'S GUIDE. Advance TablesPrice, 75c.

A complete catalogue of all the above publications sent free upon application.

Morton, Phillips & Co.

PUBLISHERS

115 Notre Dame St. West MONTREAL

N.B.—The BROWN BROS., Ltd., Toronto, carry a full line of our publications.

BUYERS' GUIDE

LEATHER AND FANCY GOODS.

Brown Bros., Ltd., Toronto.

MAP PUBLISHERS.

Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

METAL PARTS FOR LOOSE LEAF BINDERS.

Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

NEWS COMPANIES.

Imperial News Co., Montreal, Toronto, Winnipeg.
Toronto News Co.
Montreal News Co.
Winnipeg News Co.

PAPER FASTENERS.

Ideal Specialties Mfg. Corp., 552 Pearl St., New York City.
O.K. Manufacturing Co., Syracuse, N.Y.

PAPETERIES AND WRITING PAPERS.

V. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Brown Bros., Ltd., Toronto.

STATIONERS' SUNDRIES.

Brown Bros., Ltd., Wholesale Stationers, Toronto.
The Copp, Clark Co., Wholesale Stationers, Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Buntin, Gillies & Co., Hamilton.

STEEL WRITING PENS.

John Heath, 8 St. Bride St., E.C., London.
Links, Wells & Co., Birmingham, Eng.
Esterbrook Pen Co., Brown Bros., Ltd., Toronto, Canadian Representatives.
A. R. MacDougall & Co., 266 King St. W., Toronto.

TALLY CARDS, DANCE PROGRAMMES.

Verdier, Ltd., 18 Christopher St., London, E.C.

TYPEWRITER RIBBONS AND CARBONS.

Hittag & Volger, Park Ridge, N.J.
The A. S. Hustwitt Co., Toronto.
J. A. Heale & Co., 96 John St., New York.

STANDARD COMMERCIAL PUBLICATIONS.

erton, Phillips & Co., Montreal.

The Copp, Clark Co., Toronto.
Buntin, Gillies & Co., Hamilton.
Eaton, Crane & Pike, Pittsfield, Mass.
A. R. MacDougall & Co., 266 King St. W., Toronto.

PLAYING CARDS.

Goodall's English Playing Cards, A. O. Hurst, Scott St., Toronto.
U. S. Playing Card Co., Cincinnati, O.

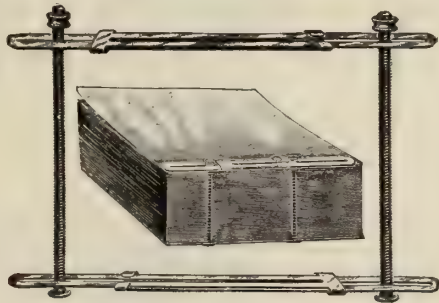
PICTURE POST CARDS.

Dow & Lester, Foresters Hall Place, Clerkenwell Rd., London, E.C.
Gilbert Post Card Co., 54 W. Lake St., Chicago.
Birch Bros., 266 King St. W., Toronto.
Valentine & Sons Publishing Co., Montreal.
Raphael Tuck & Sons, Ltd., 9 St. Antoine St., Montreal.
Philip G. Hunt & Co., 332 Balham High Rd., London, Eng.

SHEET MUSIC.

Anglo-Canadian Music Pub. Assn., 144 Victoria St., Toronto.
Hawkes & Harris Co., Toronto.
McKinley Music Co., 1501-15 East Fifty-Fifth St., Chicago.

To everyone who uses a Loose Leaf System you can sell the "F-B" Loose Leaf Holder



Pat. May 13, 1913

Keeps his old records in permanent form instead of lying around in disorderly bundles.

Permits quick and easy reference. Practical and low-priced. Adjustable to fit any size of paper, or whatever the location of punch holes.

Send to-day for prices and particulars.

ROCKHILL & VIETOR, Sole Agents, Dep't "F-B"
(Branch: 180 N. Market St., Chicago) 22 Cliff St., New York

The McKinley Edition of Ten-Cent Music

will always hold first place as an Edition of Standard, Classic and Teaching Music.

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the Teacher, Student and the Accomplished Musician.

It has proved itself, to thousands of dealers, to be the best foundation for a sheet music department.

Every copy of The McKinley Edition sold means a profit of over 200% to the dealer.

The McKinley Edition (Revised for our Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a "Trade Bringer" is the catalogues bearing the dealers' imprint which are supplied with both of these Editions. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and Particulars to-day.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House" in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper



Reproduction of
handsome
poster for display
in news-stands
advertising
November
MACLEAN'S.

Copies
are being mailed
to you.

MACLEAN'S MAGAZINE

DOWN TO FIFTEEN CENTS.

The publishers of MACLEAN'S MAGAZINE have decided to reduce the news-stand price from 20 cents to 15 cents. The new price goes into effect with the current (November) issue.

The decision was arrived at after careful consideration of two factors: First, the rapidly increasing popularity of MACLEAN'S as a news-stand seller; second, the fact that newsdealers generally favor the fifteen-cent price. Dealers contend that the public has become so accustomed to paying fifteen cents for monthly magazines that the figure is now accepted as the regular price. The publishers still feel that MACLEAN'S is well worth a higher price than that paid for the lighter fiction magazines, but have decided to lend to the dealers the extra assistance in the matter of increasing sales that it is claimed the popular price will prove. Therefore, MACLEAN'S will sell at fifteen cents henceforth.

During the past few months the news-stand sales of MACLEAN'S have been going up by leaps and bounds. In three months one Toronto stand increased sales from 20 to 201. In another city total sales in one month increased from 200 to 950.

There's a reason for this phenomenal advance. MACLEAN'S is presenting the class of matter that the Canadian public wants. All the best Canadian writers are contributing to MACLEAN'S—Stephen Leacock, Agnes C. Laut, L. M. Montgomery, Alan Sullivan, Hopkins Moorhouse, A. C. Allenson. Arrangements are being made which will add to this list other names of literary lustre. The public is showing a full appreciation of what MACLEAN'S is doing to bring into one home publication all of the best Canadian writers.

And, by the way, the November issue, which inaugurates the fifteen-cent era, will be a brisk seller. In this number a splendid new serial, "The Frost Girl"—a story of the North—is starting. There is a stirring war article by Agnes C. Laut, "The Freedom of the Seas"; a humorous sketch by Stephen Leacock, "An Interview with General Bernhardt"; and thirty other live features.

Send to your news company for a large supply of the November issue of the new MACLEAN'S. Copies of the handsome poster shown herewith (15" x 20") will be mailed to you for display. Everything is being done to assure you a big sale.

GET IN LINE.

MacLean Publishing Co., 143-153 University Ave., Toronto

Different Degrees of Stickiness

Dennison's
TRADE MARK

GLUE

MUCILAGE

PASTE



No. 2. Pin Tube



No. 12. Pin Tube



No. 3. Pin Tube



No. 22. Half-pint



No. 13. One quart



No. 6. Brush-well Jar



No. 26. One gallon



No. 14. One gallon



No. 10. One gallon

A Put-up for Every Kind of Consumer, Small, Medium and Large

Dennison Manufacturing Co.

The Tag Makers

TORONTO, 160 Richmond Street, West

WINNIPEG, 504 Notre Dame Investment Building

BOSTON

NEW YORK

PHILADELPHIA

CHICAGO

ST. LOUIS

LONDON

BERLIN

BUENOS AIRES



PLAYING CARDS MADE IN CANADA Bicycle No. 808



Ivory or Air-Cushion Finish.

FOR GENERAL PLAY.

Bicycle quality made Bicycle reputation. We spare no expense to maintain this quality and give players the best popular price card in the world.

Other good grades are '45 Texan, 33 Apollo, etc.

Also makers of the famous 606 CONGRESS Playing Cards—art backs—for Social Play.

Also publishers of the Official Rules of Card Games—Hoyle Up-to-date—a complete book of rules for all Card Games revised each year.

**THE U. S. PLAYING CARD COMPANY,
TORONTO, CANADA.**

HIGGINS'



Drawing Inks, Black and Colors
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board and Library Paste
Office Paste
Liquid Paste
Vegetable Glue, etc., etc.

Strictly Original Goods of the Highest Grade Only.

Show Cards, Color Cards and Imprinted Matter Supplied to the Trade. Discounts and Trade Prices give good profits.

If you are a Consumer, emancipate yourself from the use of corrosive and ill-smelling inks and adhesives and adopt the Higgins' Inks and Adhesives. They will be a revelation to you, they are so sweet, clean, well put up and withal so efficient. If you are a Dealer, stock them.

WE PROTECT THE TRADE BY REFERRING
ALL ORDERS AND ENQUIRIES THERETO

CHAS. M. HIGGINS & CO.

Originators and Manufacturers of REFINED INKS and ADHESIVES
Main Office and Factory, BROOKLYN, N.Y., U.S.A.

NEW YORK—CHICAGO—LONDON

Cico Makes Dealers Delighted



No. 724. 5-oz. Jar.

Because it is just the kind of a paste people have been looking for. It is always ready for instant use and always stays ready. Cico doesn't need water and never hardens or dries into lumps. It is a Carter Inx quality product that sticks strongly.

The new Cico adjustable brush holder protects the fingers and seals the paste. Cico is put up in spreader tubes, small bottles, pints and quarts. Ask our salesmen.

The Carter's Ink Co.

356 St. Antoine St. MONTREAL, CAN.



Registered

Before buying a fresh stock of pens, get samples and prices of the famous

"Rob Roy" Pen

the popular and quick-selling pen.

It is made of fine steel, writes easily and smoothly and suits almost any hand. "Rob Roy" Pens are made in one of the best equipped factories in Birmingham, Eng.—the home of the pen-making industry.

Manufactured by the proprietors:

Hinks, Wells & Co., Birmingham, Eng.



A NATIONAL SPECIAL FOR



A NATIONAL NEED—

Rapidly mounting living expenses leave no room for argument about the necessity for a Family Expense Book. Previous make-shift affairs, however, were more of a discouragement than a help. The National Family Expense Book, No. 399½, is an attractive book, bound in green art cloth with gilt side stamp. Every possible source of income and "outgo" is anticipated in this book. The up-to-date housewife needs only be shown this book to complete the sale.

THE NATIONAL FAMILY EXPENSE BOOK

gives emphasis to the statement that it is no longer necessary to have books made to order for special purposes. In the enormous product of "the largest blank book factory in the world" there is a NATIONAL for every requirement.

The New National Catalog of Loose Leaf Goods is now being mailed. Every dealer in office supplies should write at once for a copy.

NATIONAL BLANK BOOK CO.
HOLYOKE, MASS., U.S.A.

Proving a Tremendous Selling Help

The new, illustrated booklet, "How to Place Your Pictures," is creating unusual sales for many dealers, and is free to you for the asking. The booklet points out the numerous uses of

MOORE PUSH-PINS

Glass Heads, Needle Points
MOORE PUSH-LESS HANGERS

The Hanger with the Twist
Has inclined tool-tempered steel nail

and suggests many ways of greatly increasing your sales of these everyday conveniences. Link up your store and efforts with our extensive advertising and write for prices and discounts to-day.

MOORE PUSH-PIN CO., 113 Berkley St., Philadelphia, Pa.



PARCHEESI

1 doz. to 6 doz. - - \$5.50 per doz.
6 doz. or over - - - \$5.00 per doz.

MANUFACTURED BY

SELCHOW AND RIGHTER CO. - - 620 Broadway, New York

**AUTOMATIC CARD PRINTING IS
EVER-LASTING-LY GOOD PAYING BUSINESS EVERYWHERE**
WRITE TO-DAY FOR FREE BOOKLET OF OUR AUTOMATIC SELF-FEEDING PRINTING PRESS
S. B. FEUERSTEIN & CO. MANUFACTURERS 542 W. JACKSON BLVD. CHICAGO, ILL.

ENGRAVED CHRISTMAS GREETING CARDS

First-class workmanship and service can be had with this fine line, as we do all the work in our own plant.

Only a limited number of sample books. Write at once.

Samples of Fraternal Greeting Cards are shown in all our lines.

PACKARD BROTHERS

329 Craig Street West
MONTREAL, QUE.

Preferred for Its Better Qualities

WHITEDGE EFFICIENCY CARBON PAPER

Ask any capable typist, ask any stenographer who takes a well-deserved pride in her work to discontinue using **Whitedge Efficiency** for some other brand, and you'll undoubtedly get yourself into a pretty fuss and mix-up. No stenographer, after once using **Whitedge Efficiency**, would willingly give it up.

This unswerving preference for **Whitedge Efficiency** keeps the dealer busy with an increasing flow of good business—business that allows a very attractive margin. Shouldn't you be getting these increasing profits also? Write to-day for discounts and free samples of **Whitedge Efficiency**, so you can test its better qualities yourself. **Write now.**

Made only by **THE H. M. STORMS CO., New York**
A. S. HUSTWITT CO., Canadian Distributors, 44 Adelaide Street West, Toronto

INDEX TO ADVERTISERS

A		J	
Albermarle Paper Mfg. Co.	3	Jenkins & Hardy	80
Allan & Co., John	25	M	
American Lead Pencil Co.	50	Merriam Co., G. & C.	25
Anglo-Canadian Music Co.	71	Mittag & Volger	Inside Back Cover
B		McDougall, A. R., & Co.	26
Briggs & Co., Wm.	23	Menzies & Co.	5
Buffalo Automatic Mfg. Co.	71	McCready Pub. Co.	73
Brown Bros.	2	Monarch Paper Co.	74
Boorum & Pease	49	McLelland, Goodchild & Stewart ..	17, 18 & 19
Buntin, Gillies & Co.	Back Cover	McKinney Music Co.	75
C		MacLean's Magazine	76
Clark & Co., Jas.	20	Meyers, Fred J. Mfg. Co.	80
Copp, Clark Co.	13, 14 & 15	Moore Push Pin Co.	79
Cassell & Co.	24	N	
Carters' Ink Co.	79	Nelson, Thos., & Sons	20
D		National Blank Book Co.	79
Dawson, Ltd., W. V.	10	O	
Dennison Mfg. Co.	77	O.K. Mfg. Co.	71
Dickinson, John, & Co.	30	P	
Dixon Crucible Co., Joseph	73	Pugh Specialty Co.	22
E		Prang Co.	23
Esterbrook Pen Mfg. Co.	11	Packard Bros.	80
Eagle Pencil Co.	65	Physical Culture Pub. Co.	25
Eaton, Crane & Pike Co.	Inside back cover	Putnam's, G. P. & Sons, Ltd.	12
Eaton-Dikeman & Co.	26	R	
F		Rand, McNally & Co.	22
Faber, Eberhard	71	Ramsay & Co.	12
Feurestein & Co.	79	Rockhill & Victor	55
Fulton Specialty Co.	8	S	
Federated Press, Ltd.	Inside Front Cover	Stewart & Kidd Co.	21
G		Sargent, Porter, E.	25
Gale & Polden	9	Sanford & Bennett Co.	Front cover
Globe-Weincke Co.	65	Sengbusch Inkstand Co.	74
Gordon & Gotch	16, 16, 20	Smith Davidson & Wright	11
Grosset & Dunlap	28	Stafford's Ink Co.	Inside Back Cover
Gundy, S. B.	9	Stationers' Loose Leaf Co.	74
H		Selchow & Righter Co.	79
Harker, M. E.	7	Stewart Pencil Sharpener	26
Harbison Co.	73	Standard Paper Mfg. Co.	29
Higgins & Co.	78	U	
Hurst, Aubrey	1	United States Playing Card Co.	78
Hinks, Wells & Co.	79	V	
Heale & Co.	74	Verdier, Ltd.	16
Heath's Pens	73	W	
Hawkes, Harris Music Co.	71	Wilson-Jones Loose Leaf Co.	11-74
Halifax Hotel	80	Waterston & Sons	21
Hustwitt & Co., A. S.	80	Waterman, Arthur A., & Co.	41
Hunt, Phillip, G.	93	Westcott Jewel Co.	12
Home Correspondence School	25	Wyeil & Co.	74
I		W. A. Wilde & Co.	12
Ideal Specialties Co.	73		
Imperial Year Book Co.	4		

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word per insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

MISCELLANEOUS.

BOOKS—ALL OUT OF PRINT BOOKS SUPPLIED no matter on what subject. Write us. We can get you any book ever published. Please state wants. When in England call and see our 50,000 rare books. Baker's Great Book shop, 14-16 John Bright Street, Birmingham, England.

PAYSON'S INDELIBLE INK. TRADE SUPPLIED by all Leading Wholesale Drug Houses in the Dominion. Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.

HOTEL DIRECTORY.

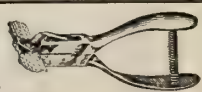
HALIFAX HOTEL HALIFAX, N.S.

ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and
Fire Insurance Agents.
154 Toronto St. 52 Can. Life Bldg.
Toronto Montreal

TICKET and CONDUCTOR PUNCHES

THE BEST MADE
THE FRED J. MEYERS MFG. CO., Hamilton, Ohio, U.S.A.



When answering an advertisement in this paper
tell the advertiser where you saw it.

Quality that



Doubles Sales

Quality that holds trade is worthy of notice; quality that brings new custom is a valuable asset; but quality that can hold the old and get the new, that can double your usual sales, is a quality indispensable to your fullest success.

M. & V. RIBBONS AND CARBONS

have the reputation in almost every community, not only of moving quickly, producing speedy turnovers, but making two sales grow where only one sale appeared before.

The M. & V. Line possesses that indispensable quality that makes extensive, growing sales a certainty.

Attractive advertising helps and displays supplied on request. Write to-day for particulars and discounts.

MITTAG & VOLGER, Inc.

Principal Office and Factories, PARK RIDGE, N.J., U.S.A.

BRANCHES: New York, N.Y., 261 Broadway. Chicago, Ill., 205 W. Monroe St. London, 7 and 8 Dyers Bldg., Holborn, E.C.
AGENCIES—In every part of the world: in every city of prominence.



What's in a name?
That all depends on the name.
The success of many stationery
dealers is linked with the name
of

*Crane's
Linen
Lawn*

Eaton, Crane & Pike Co.
Pittsfield, Massachusetts
Toronto Office: 266-268 King St. W.

*Stafford's
Inks*

Mucilages and Paste
are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at
9-11-13 Davenport Road - Toronto

*S.S. Stafford's
Inks*



"Red Cross"

One of our new
Scribbler Covers

Our Patriotic cover designs
for School Blanks are finding
favor everywhere.

Is your stock complete?

Look up your needs in Fall Stationery

Inks and Adhesives
Tally Cards
Playing Cards

Boxed Stationery
Tissue Napkins
Poker Chips

Crepe Tissues
Colored Tissues
Etc.

The Parker Fountain Pen

A style for every possible use, a price to fit every purse. **Standard, Self-filling, Safety** and **Transparent** pens in black, mottled and red, from \$1.75 to \$20.00 each, retail. We recommend the Parker Pen because of the **Lucky Curve Feed**, the **Spear Head Ink Retainer** and the **Anti-break Cap**. You won't find these features in any other pen. They guarantee perfection.



BOOKSELLER & STATIONER

AND

OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty years the recognized authority for those interests.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 143-153 University Ave. WINNIPEG, 34 Royal Bank Bldg. LONDON, ENG., 88 Fleet St., E.C.

VOL. XXXI.

PUBLICATION OFFICE: TORONTO, NOVEMBER, 1915

No. 11



AUTOPEN
ready to fill

The Best Selling Season is Coming— You Will Sell More Pens Than Ever

COMMERCIAL
SAFETY
Sectional View

this Christmas season, if you handle the Sanford & Bennett line—fountain pens that people like and buy—they're so well made, so dependable—so beautiful in appearance and *low priced*. Dealers who handle S & B Pens sell more of them every Christmas, because these pens have the quality that satisfies the users.

SANFORD & BENNETT Fountain Pens

are expertly made by skilled workmen, under our own supervision. We use pure Para Rubber for the barrels, and 14k. U.S. Bar Gold, tipped with native Russian iridium points for the pens. The mechanism is simple and accurate, the writing perfect.

They can't leak, and never get out of order from ordinary usage. With proper care these pens give an extraordinary amount of service.

Write to-day for illustrated
price list and discount sheet.

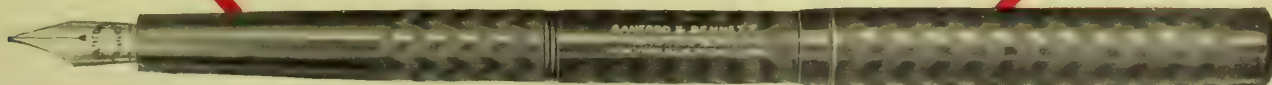
Sanford & Bennett Co.

51-53 Maiden Lane, New York

W. E. COUTTS, Canadian Sales Agent
266 King Street West, Toronto, Ontario

COMMERCIAL
SAFETY
Ready to write

AUTOPEN
Ready to write



GOLD MEDAL AWARDS! PANAMA—PACIFIC EXPOSITION

Each of the three lines—the Washburne "O.K." Paper Fastener, the Sanitary "O.K." Eraser and the Ries "O.K." Letter Opener has received Medal of Highest Award at the Panama-Pacific International Exposition. This is a strong indorsement, another feather in the cap of these well-known products. Wherever shown, they receive the highest indorsement whether at expositions or in the offices of business men.



Mr. Dealer: These lines are well-known office necessities not only here but in all foreign countries. We create the demand through persistent advertising and we ask your co-operation in their distribution. The demand will be continuous and your profit liberal and constant.

Keep well stocked with the famous Washburne "O.K." Paper Fasteners in all three sizes, which are in greater demand now than ever before.

Attractive "O.K." display signs, illustrated and descriptive literature for the asking.



Whether it is the Washburne "O.K.," the Sanitary "O.K.," or the Ries "O.K.," each sells on its merits. Every sale means a satisfied customer.

Orders received through your jobber or direct. Price Books and electroplates sent on request.



THE O. K. MANUFACTURING CO., SOLE MAKERS, SYRACUSE, N. Y., U.S.A.

Xmas Cards, Booklets, Post Cards Calendars and Novelties

We have a big range and ample stocks of all lines.

Post Cards

50c, 60c, 75c, \$1.00, \$1.25,
\$1.50, \$2.50, \$3.00, \$6.00 per 100.

Booklets

\$1.00, \$1.50, \$2.50, \$3.00,
\$5.00, \$6.00, \$7.50, \$9.00,
\$10.00, \$12.50, \$15.00, \$30.00,
\$50.00 per 100.

Tags, Seals and Gift Cards

A big variety in envelopes. \$3.00
per 100 envelopes.

Patriotic Calendars

The Patriotic Calendars we are making in Art Process work on Felt are going strong. \$6.50, \$7.50, \$10.00, \$15.00, \$20.00 per 100.

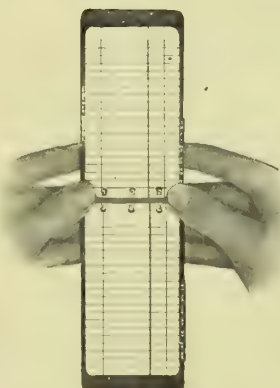
Garlands in Red and Green

These are made in Japan from Wood Fibre and have a rich appearance. They more than replace for decorating purposes the old style paper Garlands that came from Germany. Retail at 10 cents each. 3 sizes.



Our Catalogue illustrates and describes our very complete line. It's yours for your name on a post card. Send for it to-day.

PUGH SPECIALTY CO., Limited, 38-42 Clifford St., Toronto, Can.



To Open

LUCKETT'S STERLING MEMO BOOKS

MADE IN CANADA and made RIGHT

TWO STYLES.

18 STOCK NUMBERS.

Automatic Openers, Perfect Joints, Live Action. End opening for vest pocket or hand bag. Side opening for coat pocket or desk.

These Memos are ideal for individual Christmas presents and for distribution by firms to their customers. Write us for further selling suggestions, prices and samples.

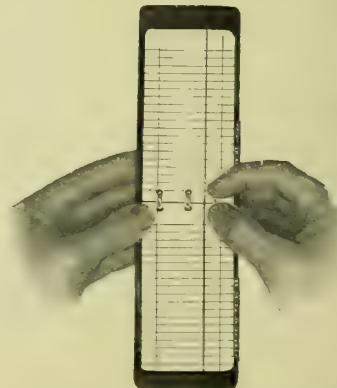
Did you get your copy of our catalogue?
Loose-Leaf complete—Memos to Ledgers.

LUCKETT LOOSE LEAF, LIMITED

215-219 Victoria St.

Dept. S.

Toronto, Ontario



To Close

GOODALL'S

have just issued
FORTY-FIVE
new designs in

PLAYING CARDS

When you sell a customer Goodall's Cards you feel satisfied they cannot get better.

What constitutes good playing cards is the smooth finish, clean-cut edges and good snappy board, which makes easy shuffling.

One pack of Goodall's Cards will outwear three of any other.

See that your customers get Goodall's and they will be satisfied.

*The Best Wholesale Firms
Have Them.*

CHAS. GOODALL & SONS,
LIMITED

LONDON, ENGLAND

AUBREY HURST, Representative

32 Front Street West ∴ Toronto, Ont.

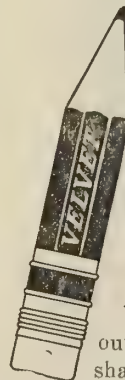
VENUS PENCILS

*the
PERFECT
PENCIL*



Every architect, draftsman, engineer or surveyor in your territory is a logical customer for Venus Pencils. If they are not using Venus Pencils now, it is because they have not been fully informed as to the good points of these pencils. The uniformity and toughness of the lead in each grade—the evenness of the grain of the wood—the ease with which a Venus Pencil can be sharpened and kept sharp—that it outlasts a half dozen ordinary pencils—these are only a few of the talking points you should use in educating your customer to ask for Venus Pencils, "By the Box."

VELVET PENCILS



Every concern that employs an office man, accountant or clerk ought to be a user of Velvet Pencils for all general office work.

Velvet Pencils are economical because the smoothness of the lead and the even fibre of the wood make it unnecessary to sharpen them as often as is the case with other pencils.

Velvet Pencils (selling for 5c each) will outlast two ordinary pencils. They can be sharpened accurately, will keep their points, wear down to the last inch, and are each equipped with a Velvet Rubber Tip.

Milo Rubber Bands

Are made of the very finest Para Rubber in assorted sizes, and are unconditionally guaranteed for five years.

Are sold by the pound— $\frac{1}{2}$ pound, $\frac{1}{4}$ pound and ounce packings.

Venus Eraser

Our latest product. Pliable and soft. Indispensable for all pencil purposes. Superior to all others for cleaning drawings and engravings. Made in gray to avoid any discolorment of paper, so often found with colored erasers.

Your Correspondence Is Solicited.

American Lead Pencil Co.

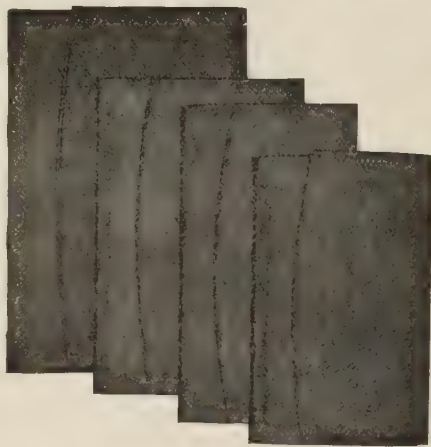
220 Fifth Avenue, New York
(and Clapton, London, Eng.)

MADE IN CANADA

Suitable for Holiday Trade

LEATHER GOODS

LADIES' HAND BAGS, PURSES, BILL WALLETS, LETTER and CARD CASES, PORTFOLIOS, BANKERS' CASES, etc. Complete Line. New Special Styles.



ACCOUNT BOOKS

LOOSE LEAF LEDGERS, BINDERS, MEMORANDUM and PRICE BOOKS, "SIMCOE" PHOTO ALBUMS, SCRAP BOOKS, &c. All kinds, sizes and styles. Real value.

CANADIAN DIARIES

OFFICE, POCKET, DAILY REMINDERS, MERCANTILE.

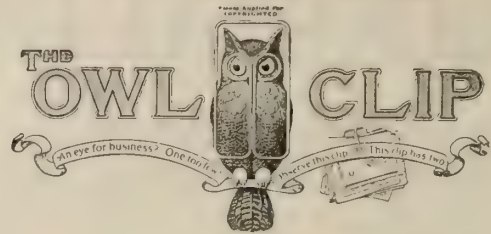
1916—Fifty-Second Year of Publication. Over 250 Varieties, Sizes and Description.

BROWN BROS., LIMITED

Wholesale and Manufacturing Stationers
Publishers Diaries—Established 70 years

SIMCOE AND PEARL STREETS, TORONTO

PATENT NUMBERS, 751,531 AND 763,303.



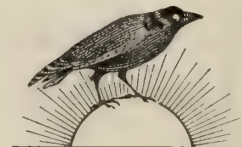
Every good quality in all other clips is found in the "Owl Clip" and many more besides.

A Few Points of Superiority

- 1—Can be used over and over.
- 2—Quickly applied or removed.
- 3—Cannot tangle or tear.
- 4—Does not mutilate the paper.
- 5—Will not attach itself to other papers on the desk or in the letter file.
- 6—Is the strongest.
- 7—Always holds its shape.
- 8—Is used alike on either side.
- 9—Is free from projecting points that injure the hands and papers.
- 10—Costs no more than inferior clips.
- 11—Can be used on the *corner* as well as on the top of the sheet.
- 12—The best kind of bookmark.
- 13—Will hold securely 2 to 40 sheets.
- 14—IS THE BEST.

TRADE PRICE LIST

Size	No. 1 small	No. 2 medium	No. 3 large
1-24 M	\$0.60	\$0.75	\$0.90
25 M	.50	.65	.80
50 M	.45	.55	.70
100 M	.40	.50	.65
250 M	.35		



W.V. Dawson
LIMITED

Montreal

Toronto

Winnipeg

This Page Means More Business—Added Profits

STIMULATE YOUR SALES

Games are more important than ever since so great a proportion of foreign-made toys are off the market.

Games are ready-sellers at prices giving the trade a good margin of profit.

THESE ARE MADE-IN-CANADA GAMES.

GAMES ARE EASY TO SELL

Cut out this page and use it as your order form.
filling in quantities wanted.

Quantity Wanted	\$1.50 GAMES	Per Doz
.....	Ouija	\$12 00
75 CENT GAMES		
.....	Parcheesi No. 3 (board game)	\$6 00
.....	Halma No. 3 (board game)	4 80
50 CENT GAMES		
.....	Parcheesi No. 2 (board game)	\$3 60
25 CENT GAMES		
.....	Authors No. 3 (card game)	\$1 80
.....	Donkey Party (on cloth)	1 80
.....	Halma No. 1 (board game)	2 00
.....	Lost Heir No. 2 (card game)	1 80
.....	Nations No. 2 (card game)	1 80
.....	Old Maid No. 3 (card game)	1 80
.....	Parcheesi No. 1 (folding board)	2 00
.....	Peter Coddles No. 2 (card game)	1 80
.....	Perrywinkle No. 2 (like flips)	1 80
.....	Snap No. 3 (card game)	1 80
.....	Sir Hinkum Pinkum Feather Duster (card game)	1 80
.....	Reversi No. 1	1 80

Quantity Wanted	15 CENT GAME	Per Doz.
.....	Perrywinkle No. 1 (flips)	\$1 20
10 CENT GAMES		
.....	Authors No. 2 (card game)	\$0 75
.....	Castaway (card game)	0 75
.....	Lost Heir No. 1 (card game)	0 75
.....	Nations No. 1 (card game)	0 75
.....	Old Maid No. 2 (card game)	0 75
.....	Snap No. 2 (card game)	0 75
.....	Dr. Busby	0 75
5 CENT GAMES		
.....	Authors No. 1 (card game)	\$0 40
.....	Golden Locks (card game)	0 40
.....	House that Jack Built (card game)	0 40
.....	Old Maid No. 1 (card game)	0 40
.....	Peter Coddles No. 1 (card game)	0 40
.....	Snap No. 1 (card game)	0 40
.....	Assorted Games (9 kinds), Skilly, Royal Ludo, Twiddleums, Yacht Race, Draughts, Steeplechase, Halma, The Ludo, Spyrol	0 35

ORDERS FILLED THE DAY THEY ARE RECEIVED



**Suggestion
for a
show case
display**

Feature these
Canadian-made games
in window displays
as well.



THE COPP, CLARK COMPANY, LIMITED

517 WELLINGTON STREET WEST

TORONTO, ONTARIO

BUYERS' GUIDE



**MADE
IN
CANADA**

ADDING MACHINE ROLLS

More profit for the dealer
Write us for samples and prices
MONARCH PAPER CO., Limited
Manufacturers 419 King St. W., Toronto

Your Ad here
would cost you
\$25.00 a year.

LOOSE-LEAF METALS

De Luxe Line Metals are used in every civilized country in the world. We make all kinds. Write for Catalogue No. 32.

WILSON-JONES LOOSE LEAF CO.
CHICAGO NEW YORK

Wycil & Company

85 Fulton Street, New York City

carry a large stock of

German, French, Spanish
and Italian Grammars

of the

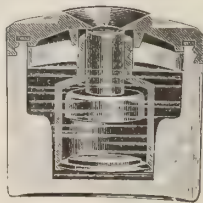
Gaspey-Otto-Sauer Series

Liberal Discounts to the Trade

THEY MAKE MONEY

For the Dealer because they Save Money for the Customer.

Sectional View. Pen, pushing down float in middle, forces fresh ink onto penpoint. Float then closes bottle like a cork. No waste, spill, spatter or blot. Ask for descriptive catalog.



Made in America.
Self-closing Inkstand.

Sengbusch Self-Closing Inkstand Co.
200 Stroh Building, Milwaukee, Wis., U.S.A.

ART SUPPLIES.

Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.

BLOTTING PAPERS.

The Albemarle Paper Co., Richmond, Va.
John Dickinson & Co., Montreal.
Dawson & Sons, W. V., Montreal.
Eaton-Dikeman Co., Lee, Mass.
Standard Paper Mfg. Co., Richmond, Va.

BLANK BOOKS.

Boorum & Pease Co., Brooklyn, N.Y.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
National Blank Book Co., Holyoke, Mass.
The Copp, Clark Co., Toronto.

CHRISTMAS AND PICTURE POST CARDS.

Birn Bros., 266 King St. W., Toronto.
Menzies & Co., Toronto.
Packard Bros., 329 Craig St. W., Montreal, Que.
Valentine & Sons, Toronto and Montreal.
Raphael Tick & Sons Co., Ltd., 9 St. Antoine Street, Montreal.

CODE BOOKS.

The American Code Co., 83 Nassau St., New York.

CRAYONS.

American Crayon Co., Sandusky, Ohio.
Binney & Smith, New York.

EYELETTING MACHINES

Ideal Specialties Mfg. Corporation, 552 Pearl St., N.Y. City.

ENVELOPES.

Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.

FANCY PAPERS, TISSUES AND BOXES.

Dennison Mfg. Co., Boston.
Menzies & Co., Toronto.
A. R. MacDougall & Co., 266 King St. W., Toronto.

FOUNTAIN PENS.

Arthur A. Waterman Co., Ltd., New York.
Sanford & Bennett Co., 51-53 Maiden Lane, New York.
A. R. MacDougall & Co., 266 King St. W., Toronto.
Paul E. Wirt Co., Brown Bros., Ltd., Toronto, Canadian Agents.

INKS, MUCILAGE AND GUMS.

Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
S. S. Stafford Co., Toronto.
"Gloy," A. R. MacDougall & Co., 266 King St. W., Toronto.
"Glucine," Menzies & Co., Limited, 439 King St. W., Toronto.

INDELIBLE INK.

Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.

INKSTANDS.

The Sengbusch Co., Milwaukee.

LEAD AND COPYING PENCILS.

American Pencil Co., New York.
A. R. MacDougall & Co., 266 King St. W., Toronto.

LOOSE LEAF BOOKS, BINDERS AND HOLDERS.

The Brown Bros., Ltd., Toronto.
Boorum & Pease Co., Brooklyn.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Copp, Clark Co., Toronto.
Luckett Loose Leaf, Limited, 215 Victoria St., Toronto.
National Blank Book Co., Holyoke, Mass.
Rockhill & Victor, 22 Cliff St., New York City.
Smith, Davidson & Wright, Ltd., Vancouver.
Stationers' Loose Leaf Co., 203 Broadway, N.Y., and Milwaukee, Wis.
Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

THE FAULTLESS LINE OF LOOSE LEAF METALS

Most complete line of Ledger, Sectional Post, Solid Post and other Loose Leaf Metals.

On request to-day our Catalog GC and special proposition.

STATIONERS LOOSE LEAF CO.

342 Broadway - Milwaukee, Wis.
203 Broadway - New York City

CARBON PAPERS AND TYPEWRITER RIBBONS

Manufacturers of the highest quality.

It will pay you to give your customers the best.

J. A. HEALE & CO.

96 JOHN STREET NEW YORK

Standard Commercial Works

CANADIAN CUSTOMS TARIFF
HAND BOOK. Enlarged and revised
to date.Price, \$1.00

MATTE'S INTEREST TABLES at 4
to 10 per cent.Price, \$3.00

MATTE'S INTEREST TABLES at 3
per cent.Price, \$3.00

HUGHES' INTEREST TABLES and
book of days combined, at 3 to 8 per
cent.Price, \$5.00

HUGHES' SUPPLEMENTARY IN-
TEREST TABLESPrice, \$2.00

HUGHES' INTEREST TABLES at 6
and 7 per cent., on folded card,
Price, \$1.00

HUGHES' SAVINGS BANK INTER-
EST TABLES, at 3 or 3½ per cent.,
each on separate card.Price, \$1.00

BUCHAN'S STERLING EXCHANGE
TABLESPrice, \$4.00

BUCHAN'S STERLING EQUIVA-
LENTS AND EXCHANGE TABLES.
Price, \$4.00

BUCHAN'S PAR OF EXCHANGE
(Canadian) Mounted on card. Price, 35c

THE IMPORTER'S STERLING AD-
VANCE TABLES. From 5 to 100 per
cent. advancePrice, \$2.00

IMPORT COSTS. A new Advance
TablePrice, \$1.50

THE IMPORTER'S GUIDE. Advance
TablesPrice, 75c.

A complete catalogue of all the above pub-
lications sent free upon application.

Morton, Phillips & Co.

PUBLISHERS

115 Notre Dame St. West MONTREAL

N.B.—The BROWN BROS., Ltd., Toronto, carry
a full line of our publications.

BUYERS' GUIDE

LEATHER AND FANCY GOODS.

Brown Bros., Ltd., Toronto.

MAP PUBLISHERS.

Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

METAL PARTS FOR LOOSE LEAF BINDERS.

Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

NEWS COMPANIES.

Imperial News Co., Montreal, Toronto, Winnipeg.
Toronto News Co.
Montreal News Co.
Winnipeg News Co.

PAPER FASTENERS.

Ideal Specialties Mfg. Corp., 552 Pearl St., New York City.
O.K. Manufacturing Co., Syracuse, N.Y.

PAPETERIES AND WRITING PAPERS.

W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Brown Bros., Ltd., Toronto.

STATIONERS' SUNDRIES.

Brown Bros., Ltd., Wholesale Stationers, Toronto.
The Copp, Clark Co., Wholesale Stationers, Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Buntin, Gillies & Co., Hamilton.

STEEL WRITING PENS.

John Heath, 8 St. Bride St., E.C., London.
Hinks, Wells & Co., Birmingham, Eng.
Esterbrook Pen Co., Brown Bros., Ltd., Toronto, Canadian Representatives.
A. R. MacDougall & Co., 266 King St. W., Toronto.

TALLY CARDS. DANCE PROGRAMMES.

Verdier, Ltd., 18 Christopher St., London, E.C.

TYPEWRITER RIBBONS AND CARBONS.

Mittag & Volger, Park Ridge, N.J.
The A. S. Hustwitt Co., Toronto.
J. A. Heale & Co., 96 John St., New York.

STANDARD COMMERCIAL PUBLICATIONS.

orton, Phillips & Co., Montreal.

The Copp, Clark Co., Toronto.
Buntin, Gillies & Co., Hamilton.
Eaton, Crane & Pike, Pittsfield, Mass.
A. R. MacDougall & Co., 266 King St. W., Toronto.

PLAYING CARDS.

Goodall's English Playing Cards, A. O. Hurst, Scott St., Toronto.
U. S. Playing Card Co., Cincinnati, O.

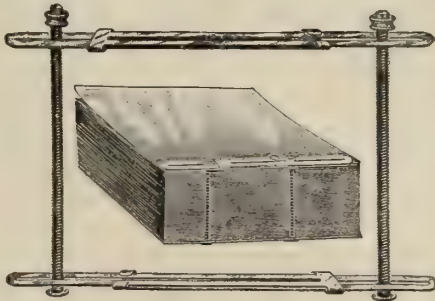
PICTURE POST CARDS.

Dow & Lester, Foresters Hall Place, Clerkenwell Rd., London, E.C.
Gilbert Post Card Co., 54 W. Lake St., Chicago.
Birn Bros., 266 King St. W., Toronto.
Valentine & Sons Publishing Co., Montreal.
Raphael Tuck & Sons, Ltd., 9 St. Antoine St., Montreal.
Philip G. Hunt & Co., 332 Balham High Rd., London, Eng.

SHEET MUSIC.

Anglo-Canadian Music Pub. Assn., 144 Victoria St., Toronto.
Hawkes & Harris Co., Toronto.
McKinley Music Co., 1501-15 East Fifty-Fifth St., Chicago.

To everyone who uses a Loose Leaf System you can sell the "F-B" Loose Leaf Holder



Pat. May 13, 1913

Keeps his old records in permanent form instead of lying around in disorderly bundles.

Permits quick and easy reference. Practical and low-priced. Adjustable to fit any size of paper, or whatever the location of punch holes.

Send to-day for prices and particulars.

ROCKHILL & VIETOR, Sole Agents, Dep't "F-B"
(Branch: 180 N. Market St., Chicago) 22 Cliff St., New York

REAL PHOTO POSTCARDS

Produced from customers' originals. Good prints may be sent (any size) for reproduction.
PRICES: F. O. B. London, Packing free.

	500 each.	1000 each.
Real Photo Glossy Surface (Toned)	9.50	9.00
Real Photo Glossy Surface (Black and White)	9.00	8.50
Real Photo Matte Surface (Black and White)	8.50	8.00
	per thousand.	

Reduced prices for quantities. Samples post free.

TERMS: 2% cash with order, or against B/L subject to references.

PHILIP G. HUNT & CO.

Head Office and Factory:—

British Real Photo Post Card Works,
332, Balham High Road LONDON, S.W.

Telegrams: Autobrom-Bal, London.
(City Office: 34, Paternoster Row, E.C.)
All communications to Head Office.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD in this paper

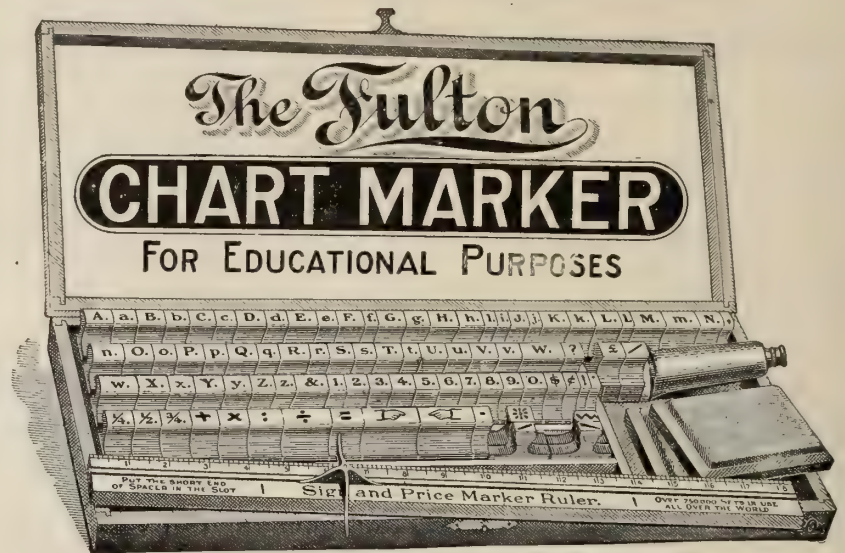
An Assistant for the Educator THE FULTON CHART MARKER

Educators are finding that the Fulton Chart Marker is a great help in their work. Those who are using it admit its advantages, and those who are not will soon realize that it does away with many of the disagreeable features of the old chalk and black-board system.

Records made with the Fulton Chart Marker become permanent records, and they can be saved and re-used time and time again, thus eliminating a great deal of work on the part of the teacher.

Next the Fulton Chart Marker does away with the uncleanness of chalk. In the school room where chalk is used, the air is constantly full of white chalk dust, which is most unhealthy for young lungs.

Fulton Chart Markers are of special assistance in language lessons, mathematic lessons, in fact any use where blackboards were formerly used. They should be carried by every up-to-date progressive stationer and bookseller, as part of his regular stock, the same as he carries arithmetics, geographies or histories.



ILLUSTRATING SET NO. 120

This Fulton Chart Marker set contains the following:—Two complete alphabets, capitals and small letters; one set of figures with three fractions; right and left indexes; ornaments, and six geometrical signs as shown above. A pair of ink pads, ink and ruler also go with set, all being packed in a strong wood box with metal hinges and catches.

To the bookseller and stationer:

Send us an order for three (3) of our Chart Markers. They will be the beginning of a new profitable line for you. Include in your order one No. 20, one No. 23, and one No. 25.

They will give you a fair representing stock of chart markers to start on.

FULTON SPECIALITY CO.

128 FULTON STREET . . . ELIZABETH, N.J., U.S.A.

WATCH

The beginning of a New Year brings changes in many

ACCOUNTING SYSTEMS

and someone in your town is going to

CHANGE

If you make the sale you get the

PROFIT

We have catalogues from which you can gain information that will enable you to handle these orders.

GET ONE

Write to-day to

SMITH, DAVIDSON & WRIGHT

LIMITED

Manufacturing Stationers and Paper Dealers

VANCOUVER and VICTORIA, B.C.



Put Yourself on the Customer's Side

W **OULD**N'T you rather walk up to one large, attractive display case, offering one complete line of pen shapes and points -

Then to face two or three smaller cases, offering a smaller variety and creating a doubtful, confused feeling as to which offers the best?

By concentrating on Esterbrook Pens, you are pushing the pens that most people prefer. Besides, you tie up less money in stock, save counter space, and offer a more complete line.

Consider this, and write for any help we can give to make your pen department more profitable.

Esterbrook Pen Mfg. Co.

18-70 Cooper Street

Camden, N.J.

Esterbrook Pens "Easiest to sell!"



A Hand Book of THE BEST PRIVATE SCHOOLS

Introductory chapters on the Mission of the Private School—the Development of the Private School in America—the Rise of the Modern Girls' School—the Origin of the Summer Camp Movement.

CANADIAN PRIVATE SCHOOLS

are fully treated in a separate section in the book. Comparative Tables of 1300 Schools and Summer Camps, and an Educational Directory add to the book's usefulness.

A Guide for Parents: A Desk Book for Educators.

A Critical, Discriminating Account of the Schools as they are. 8vo, pp. xxiv + 516, illustrated. Postpaid \$2.00.

8 page Illustrated Descriptive Circular on request.

PORTER E. SARGENT, 50 Congress St., Boston, U.S.A.

Stanford's Compendium of Geography and Travel Just Published

NORTH AMERICA, VOL. I.

Canada and Newfoundland

By

Henry M. Ami, M.A., D.Sc., F.G.S., F.R.G.S., F.R.S.C.

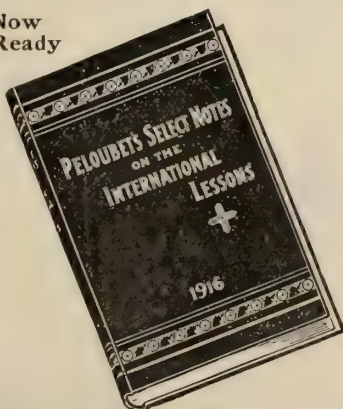
Second Edition. Revised, extended, and largely re-written. Profusely illustrated with many new illustrations and maps. 1098 pp., large crown 8vo; cloth, price 15s. net.

New illustrated prospectus of the complete series gratis on application.

London: EDWARD STANFORD, Limited

12, 13 and 14 Long Acre, W.C. Cartographers to H.M. the King

Now
Ready



BUSY TEACHERS FOR OVER FORTY YEARS

have found that Peloubet's Select Notes gave them in a few minutes just what they needed in order to interest boys and girls in the Sunday School lesson, and thus make the lesson hour one of both pleasure and instruction. It contains the best and latest illustrations and explanations of the subject-matter, presented in a concise and effective manner, thus giving to the teacher the power to impart the truths in an interesting and forceful way.

SEND FOR FREE SAMPLE PAGES

and note how clearly yet concisely the scripture text is explained and illustrated. ¶Cloth, 384 pages, \$1.00 net, postpaid \$1.15.

**W. A. WILDE CO., BOSTON, MASS.
CHICAGO, ILL.**



MAKERS OF

Cards, Envelopes, Blank
Books and High-Grade
Papeteries of all kinds
in the largest stationery
factory in the world.

Established Over One Hundred
and Ten Years.

John Dickenson & Co., Limited

MONTREAL
216 Lemoine Street

TORONTO
77 Wellington Street West

Holiday Gift Books

The following pages introduce you to the best books of the year—affording you a wide choice of titles on a wide range of subjects; books that are eminently suitable for Christmas-giving.

This section will be highly valuable to booksellers for the guidance of their patrons.





Holiday Gift Books



BOOKS

Think of the ease with which even a long list of names to be remembered with Christmas gifts, may be checked off as selections are made from tables in the bookshops amply laden with books suitable for holiday giving.

Then why should not people "shop early" so as to make their purchases more leisurely than is possible in the rush and crush of shopping in the last few days before Christmas?



BOOKS THAT WILL APPEAL—AND WHY

The Rivet in Grandfather's Neck

By James Branch Cabell

One of the strangest and most significant books ever written by an American. It is a true picture of the old Southern gentleman, done without malice or flattery, with a heroine who is entrancingly modern. A book for those who wish the best in contemporary fiction.

\$1.35 net.

History of Germany in the 19th Century

By Heinrich von Treitschke.

The first translation into English of this most important book. In six volumes. Volume I.

\$3.25 net.

The Soul of the War

By Philip Gibbs

A throbbing picture of humanity behind the battle lines.

\$1.75 net.

Marvels of Insect Life

By Edward Step, F.L.S.

Insects at home, at work and at war, fascinatingly described. Illustrated with colored plates and 636 photographs and drawings.

\$3.50 net.

Tell Me Why Stories About Color and Sound

By C. H. Claudy

Another delightful volume in the "Tell Me Why" series. How the first paintings were made. Why the sunbeams broke into seven colored pieces. And other hows and whys.

\$1.25 net.

The Boy Collector's Handbook

By A. Hyatt Verrill

How and what to collect, for the observant boy. Illustrated with pictures and diagrams.

\$1.50 net.

The Boomerang

By William Hamilton Osborne.

Because it is the story of a man who wouldn't be downed. Because nine out of ten people like a story of business and politics and love like this. Because Mr. Osborne is the author of "Neal of the Navy," which is appearing as a newspaper serial in forty-one large cities and seven hundred small ones, and which Pathe Freres say is a record-breaker as a film. And because, although the dictionary says a boomerang always comes back, the only "come-back" on this will be a come-back for more copies.

\$1.35 net.

With a cut out display for your window and post-cards worth reading for your customers.

Wings of Danger

By Arthur A. Nelson

Because not since "King Solomon's Mines" and "Allan Quartermain" has such a breath-taking story of adventure been written. Because it is a tale of the wild lands of unknown Africa and of a quest for a lost city, with the tang of high adventure blowing like a wind through its pages. Because the men are brave and the women lovely, and you can't put the book down till you have read it through.

\$1.35 net.

We will send you posters for display and specimen chapters for distribution.

Alloy of Gold

By Francis William Sullivan

Because it is a fascinating novel of New York life. Because it is the story of a man who is cheated out of faith by the falseness of his father, his friend and his sweetheart. And because, how he regained his faith and finally found happiness through the love of a true woman is told with sincerity and compelling power.

\$1.35 net.

The Invisible Might

By Robert Bowman

A moving and dramatic story of modern Russia done with a restraint and perfect artistry that suggests Turgeneff. "The Invisible Might" is certainly a wonderful book," writes a well-known editor and critic.

\$1.10 net.

Revelations of an International Spy

By Ignatius T. T. Lincoln

The astounding adventures of a former member of Parliament in England and German Secret Agent.

\$1.50 net. Illustrated.

Efficient Living

By Edward Earle Purinton

The book that solves the problems of everyday life.

\$1.25 net.

The Colonial House

By Joseph E. Chandler

The colonial house of the past and present. An invaluable guide for the prospective builder. Over two hundred pictures and plans.

\$2.50 net.

The Sleepy Song Book

Music by H. A. Campbell

A picture song book for little folks. Words by Eugene Field and others.

\$2.00 net.

Jack Straw, Lighthouse Builder

By Irving Crump

A boy's tale of chases on the high seas and other exciting adventures.

\$1.00 net.

PUBLISHERS:

New York: ROBERT H. McBRIDE & CO.

Toronto: McCLELLAND, GOODCHILD & STEWART, Limited



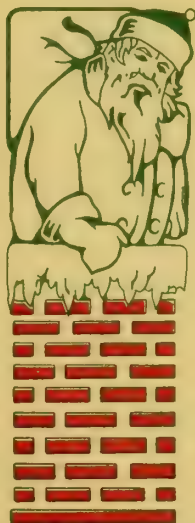
Holiday Gift Books



BOOKS

A WELL-CHOSEN book is a delicate complement to the one to whom it is given, for it is expressive of an appreciative understanding of his mind, mood and character.

1 BOOKS happily chosen accomplish a two-fold function; they give true pleasure to those who receive them, and gratify the sentiment that prompted their giving.



10 SUITABLE BOOKS FOR 10 CHRISTMAS

ELTHAM HOUSE 3rd Large Edition.

By Mrs. Humphry Ward. Frontispiece in colours by Frank Crane. Large 12mo. Now in its third edition. Unquestionably one of her greatest novels. Of this novelist, Hamilton Wright Mabie says "Her seriousness is indeed one of her prime qualities as a writer. She has never trifled with her art nor shaped it to meet the taste of the hour."

Cloth, \$1.35
net

WHY NOT? By Author of Rose Garden Husband (3rd Edition).

By Margaret Widdemer. Four illustrations in colour by George Hood. 12mo. To read such a book as this is to rediscover the fact that life is worth living. "There's no reason why not," says the author—no reason why all of us should not realize our dreams. Miss Widdemer has written one of those delightful stories designed to make people happier. She has recaptured all of "the first fine careless rapture" of her notable success, "The Rose Garden Husband," and has added new elements of beauty and charm.

Cloth, \$1.25
net

GOLD OF THE GODS

By Arthur B. Reeve. Frontispiece by Will Foster. Cover Decoration in colours by George Hood. 12mo. To be dramatized into a photoplay. This is a mystery of the Incas solved by Craig Kennedy, scientific detective. First publication in book form before serialization or dramatization, a reversal of the usual programme.

Cloth, \$1.00

LUTHER BURBANK

His life and work, by Henry Smith Williams, M.D., LL.D., with 8 coloured plates and numerous illustrations from photographs. A popular account of the work of Luther Burbank, the famous Santa Rosa plant experimenter, with fruits, garden vegetables, flowers, lawn grasses, shrubs and trees. The author's purpose is to enable the reader to follow out experiments along similar lines—to "Burbankize" his own orchard and garden and dooryard.

\$2.50 net

THE GODDESS

By Gouverneur Morris and Charles W. Goddard. Popular edition. 20 illustrations from photos from the motion-picture drama. Gouverneur Morris formerly had a prejudice against the movies, and the fact that he consented to write this story in collaboration with Mr. Goddard is in itself the highest recommendation.

Cloth, 50c.

THE GHOST BREAKER

By Charles W. Goddard and Paul Dickey. Popular edition with illustrations from photos of the play. 12mo. A romance of American daring against the cunning of European aristocracy. A narrative of brave manhood, alluring womanhood, gallant ideals and thrilling adventure.

Cloth, 50c.

THE MISLEADING LADY

Popular edition. Twelve illustrations from photographs from the play. 12mo. The fact that Irvin Cobb, who knows what real humor is, called this story, in its original form as a play, the best comedy that he had seen in several seasons, will explain why it was worth presenting to the reading public as a novel.

Cloth, 50c.

HEARTS A LA MODE

A collection of Epicurean Episodes, by Dorothy Dix. Fifteen drawings in text. 12mo. From these diverting episodes, cast in the form of household recipes, you may learn how to roast a friend, preserve a husband, and devil a mother-in-law. Shellfish (i.e., "lobsters") are also included. Nobody can "can" a suffragist, says the author, but almost anybody can roast an absent friend—it mean enough to do so. Of course there is a good deal of merry discussion of "chickens" and "dough."

Cloth, 50c.

THE FOREST PILOT

A story for boy scouts—old and young, by Edward Huntington. Frontispiece in colours. 12mo. A remarkable story of adventures on land and sea. The scene is laid on the north-east coast of Canada, and the events are based upon actual happenings. Men and boys who love clean, lively adventure tales will be delighted with the Forest Pilot.

Cloth, 50c.

THE LONG FIGHT

A novel of the Oklahoma oil fields, by George Washington Ogden. Frontispiece in colours. 12mo. The struggles of a strong man against persistent ill-luck have always been an inspiring theme for fiction—especially when, at last, the luck breaks right and the man wins. And he does win in this gripping story, which deals with oil wells in Oklahoma. It is written by a man who knows his material and is enthusiastic over it.

Cloth, 50c.

PUBLISHERS

New York: HEARST'S INTERNATIONAL LIBRARY CO.
Toronto: McCLELLAND, GOODCHILD & STEWART, Limited



Holiday Gift Books



Books for Christmas

The Book-stores throughout Canada are showing this year a particularly fine array of books suitable for holiday gifts, both in point of attractive bindings and the merit of their contents. These volumes cover the widest conceivable range of subjects, affording titles particularly adapted to the tastes and tendencies of any man, woman, boy or girl.



AUTOBIOGRAPHY

THE LIFE OF LORD STRATHCONA AND MOUNT ROYAL.

Edited by BECKLES WILSON. With 16 Photogravure plates. 700 pages. Cloth gilt. This book is "the authorized life" of a great man and Empire-builder. A pioneer in the hardest sense, Donald Smith worked for years amid the perils of the bleak North West during his earlier manhood, and later, exchanging a hard life for one yet more strenuous, he embarked upon a political career which led the way to his interest in the famous Railway. How much the almost unbelievable progress of Canada is due to the linking together of her provinces by the Canadian Pacific Railway is a matter which is forced home upon every student who reads the history of the Dominion in true focus, and how much the railway owed to Lord Strathcona is equally patent. His mind was built on imperial lines. He was a big thinker and a man of wide vision. The book abounds in letters and correspondence placed at the disposal of the author by Lord Strathcona's family, who has also given Mr. Wilson the use of documents hitherto inaccessible.

Net, \$5.00

MY OWN PAST

MAUDE M. C. FFOULKES. With 8 photogravures. 276 pages. Cloth gilt. When it is realized that Mrs. Ffoulkes was part author of Lady Cardigan's Recollections of "Things I Could Tell," by Lord Rossmore, and also collaborated with Marie Larisch in her Memoirs of the Habsburg Family, some notion of the rich reserve of the book of her own experiences will be imagined. The book begins with a vivid description of "Sundays at Home" in the "Seventies," and Mrs. Ffoulkes enables us to conceive the terrors and the tyrannies undergone in the name of the mid-Victorian "iron rod of discipline," the dreary walks, and the banalities of the so-called finishing school. In this volume is disclosed for the first time the reasons for Lady Cardigan's decision to issue her Recollections, with some hitherto unpublished details—the sinister story of the Countess Marie Larisch; the history of "The Stedehel Memoirs" as well as personal recollections of various Royalties and many other facts of a piquant character.

Net, \$3.00

THE ROYAL MARRIAGE MARKET OF EUROPE

PRINCESS CATHERINE RADZIWILL. With 8 half-tone plates. 272 pages. Cloth gilt. Starting off with the house of Habsburg, the book deals with the Hohenzollerns and the Romanoffs, and then tells the inner history of the marriages of the Nassaus, the Belgian Royal House, and those of Italy and Serbia. Continuing, the chapters unfold the love-idylls and love-tragedies of Spain and Portugal, of Rumania and Bulgaria, of Denmark and Sweden; the tempestuous alliances of the Bourbon and Orleans dynasty, and lastly tells of the wooings and weddings of the members of our own Royal Family. Now Ready.

Net, \$2.25

TRAVEL

RUSSIA OF TO-DAY

JOHN FOSTER FRASER. With 48 Photographs. 304 pages. Cloth. Mighty changes are impending in the dominions of the Tsar. By a decree of the Tsar the whole social life of the country has been transformed, apparently without any questioning. A nation of 120,000,000 compulsorily debared from drinking spirits—it staggers humanity. Mr. Foster Fraser has been on a visit to the country, so he tells what he has actually seen, and shows us "Russia of To-day," but he also glimpses Russia of To-morrow, with its potentialities for British commerce. (Publication Date—Nov. 11.)

Net, \$1.50

FICTION

THE MOUNTAINS OF THE MOON

J. D. BERNESFORD. 320 pages. Cloth gilt. This novel is remarkable for the brilliant by-play and dialogue, which keeps the reader in a ripple of intellectual laughter, while the love interest on ultra-modern lines carries him buoyantly forward, invested as it is with all the grace of style peculiar to the gifted author of "Jacob Stahl." Now Ready.

\$1.25

THE DUST OF LIFE

JOSEPH HOCKING. 368 pages. Cloth gilt. Can a man literally obey Christ's command, "Love Your Enemy?" The hero of this tale, when in Africa, is attacked by sleeping sickness, and is restored to health by the mysterious "Dust of Life" brought him by a Christian native, and is converted to Christianity. Afterwards he discovers, to his great horror, that his secret enemy, upon whom he had vowed vengeance, is no other than his life-long friend. The hero is a Christian; what shall he do to the enemy who has betrayed him? Mr. Hocking gives the answer with his usual skill, and the interest of the story is maintained to the end. Now Ready.

\$1.25

THE HOPE OF THE HOUSE

AGNES and EGERTON CASTLE. 348 pages. Cloth gilt. With a locale among the Welsh hills, the story opens in a setting not untinged with sadness. But the reader is soon led forward from the peaceful acres of Treoven through the opening phases of the War and onward through varying experiences and emotions, until at last he rejoices with the hero at the fulfilment of his heart's desire. The delightful love-story of Johnny and Peggy lingers like a golden sunbeam throughout the book. Now Ready.

\$1.25

THE GOLDEN SCARECROW

HUGH WALPOLE. With coloured frontispiece. 352 pages. Cloth. These are stories of children, and each has for its central character a different child, and each child is a year older than the child of the previous story. Each story has some special child for its study, and the types of children vary from the infant daughter of the young Duchess of Crole to the youthful son of Mrs. Brands, the Caretaker. Now Ready.

\$1.25

JUVENILES

MY BOOK OF BEST FAIRY TALES

Selected and edited by CHARLES S. BAYNE, editor of Little Folks. With 16 full-page colour plates by Harry Rountree. 384 pages. Cloth gilt. For "My Book of Best Fairy Tales" everything has been done to make a really comprehensive selection from Grimm, Andersen, Perrault, and the "Arabian Nights." In addition, all the Old English tales that are at all suitable for children have been included. The illustrations, sixteen in number, are beautifully executed in colour by Harry Rountree.

\$1.50

ALL ABOUT AIRCRAFT

RALPH SIMMONDS. With colour frontispiece, and a large number of photographs. Cloth gilt. Aircraft has taken such a prominent part in the War that this book is bound to be popular among boys. It explains some of the difficulties the airmen have to overcome, tells how an aeroplane is built, records the leading events in the recent progress of flight, and gives a vivid description of some of the great feats performed by British aviators during the Great War.

\$1.50

THE BOYS' BOOK OF THE SEA

ERIC WOOD. With 4 colour plates and 12 black and white illustrations. Cloth gilt. The sea has always had a fascination for boys, and in this new book there is crowded the romance and heroism of peace and war. First-hand information of many stories which have hitherto been unpublished, and some of the imperishable stories of the greatest naval war in history.

\$1.00

THE SCARLET SCOUTS

D. H. PARRY. With 4 colour plates. Cloth gilt. A thrilling story of the siege and fall of Liege and the part played in its defence by the Scarlet Scouts of Belgium. Dick Nelson, an English boy at school in Belgium when the war broke out, is the leader of the Night Owls' Patrol, a daring band of boys who render valuable aid to the defenders of the Belgian town in their world-famed resistance.

\$1.00

CASSELL & CO., LIMITED, Publishers

55 BAY STREET

TORONTO, ONT.



Holiday Gift Books



BOOKS

are minds speaking to minds — vital, refreshing, enlarging. For this reason books are peerless as gifts.

¶ The estimation of a book-gift is never its cost. It is its human quality alone that is felt and seen.

¶ A book-gift transcends all other gifts in potential pleasure and enrichment.



FICTION BEST SELLERS

- THE MONEY MASTER.** By Sir Gilbert Parker. Illustrated. The first long novel by Sir Gilbert Parker since his South African story, "The Judgment House." The author has returned to the scenes of his earlier successes, and has written another strong story of French-Canadian Life. \$1.50
- "K."** By Mary Roberts Rinehart. Author of "The Street of Seven Stars," "The Circular Staircase," etc. Mrs. Rinehart writes in a vein of sentiment that is especially appealing to Canadian readers. She knows how to sustain a mystery and she "keeps things going all the time." "K" is warmer, richer, truer than anything she has done before. \$1.35
- THE BENT TWIG.** By Dorothy Canfield. Author of "The Squirrel Cage." Too fine and big a novel to be crystallized into pat phrases. It's about an open-eyed, open-minded lovely American girl, her friends and her suitors. Read it and you will tell your friends how good it is. \$1.35
- DEAR ENEMY.** By Jean Webster, who wrote "Daddy Long Legs." This is the Jean Webster, whose story "Daddy Long Legs" captured the country twice: first as a novel and then as a play. "Dear Enemy" is not a sequel but its heroine is Sally McBride, the friend of Judy in "Daddy Long Legs." The book is illustrated by the author; the pictures have in them the same kind of humor that is in the story. \$1.25
- THE LOVABLE MEDDLER.** By Leona Dalrymple. Cloth. Illustrated. A new story by the author of "Diane of the Green Van," the \$10,000 prize novel that was such a huge success a year ago. This is a new novel of human interest, and for which we expect a very large sale. \$1.35
- THE FREELANDS.** By John Galsworthy. Author of "The Patrician," "The Dark Flower," etc. In "The Freeland," Mr. Galsworthy has found the greatest scope for a display of his wide range of talent. "The Freeland" is a novel full of joy and beauty and light and shade. All lovers of good literature, of good romance, must read it. \$1.25
- THE FOOLISH VIRGIN.** By Thos. Dixon. Author of "The Sins of the Fathers," "The Victim," etc. A high-minded girl of Southern birth marries for love a New York man whom she has known only a few weeks. The result is very unexpected, and is told in Mr. Dixon's well-known powerful style. \$1.25

NON-FICTION LEADERS

- A SALUTE FROM THE FLEET.** By Alfred Noyes. This new volume of poems by Mr. Noyes has been expected for some time, and the publishers have much pleasure in announcing the new book. \$1.50
- ESCAPE AND OTHER ESSAYS.** By Arthur Christopher Benson. Author of "The Upton Letters," "From a College Widow," etc. Delightful reading, helpful philosophy. Impressions and meditation by the celebrated English essayist and poet. Written in a time of peace they are sent forth by the author as emblems of the real life to which, in the midst of war, he believes we should try to return. \$1.50

SURE FAVORITES FOR CHILDREN

- THE SCARECROW OF OZ.** By L. Frank Baum. The new volume by the author of "The Wonderful Wizard of Oz" places our old friend "The Scarecrow" in the principal place in the story, and we follow him through the new tale with all the pleasure in the world. He is a jolly old scarecrow. \$1.25
- SANTA CLAUS IN TOYLAND.** By Chester H. Lawrence. \$1.00
- THE OTHER SIDE BOOK.** Pictures and verses by Edith Mitchell. Come on in and you will see pictures as they ought to be, and to know what fun it brings to see the other side of things. \$1.25
- HANS BRINKER, OR THE SILVER SKATES.** By Mary Mapes Dodge. Illustrated by George Wharton Edwards. The prolonged popularity which has proved the classic nature of this book has made necessary its publication in a new edition which far surpasses any garb in which it has yet appeared. The beautiful color-work of the very latest methods have made possible the most perfect reproductions of the delicate shades of Mr. Edward's water-colors. \$2.00

THE COPP, CLARK CO., LIMITED
PUBLISHERS TORONTO



Holiday Gift Books



BOOKS

1 The teacher seeking suitable gifts for pupils or the committee of pupils in search of the right gift "for teacher," can do no better than repair to a bookshop.

2 There they will find a wide range of books of various classes—books by modern writers or standard works of the old masters—from which to make their selections.

3 Whether for the school teacher or for pupils, no more suitable gifts than books could possibly be chosen.



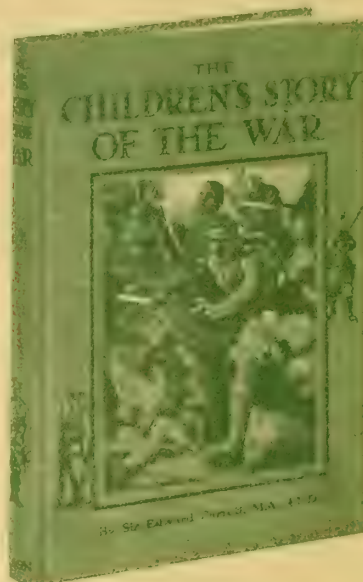
THEY'LL THANK YOU FOR THIS

**132
Illustrations and
Maps**

**Coloured
Frontispiece**

No finer present for young or old than this **UNIQUE AND FASCINATING BOOK.**

Written by Sir Edward Parrott, author of "Highroads of History," "Pageant of British History," etc.



**496 Pages
Words and Music of
"Marseillaise"**

**Coloured
Picture Cover**

SIMPLE, AUTHENTIC, INSPIRING, SINCERE.

Approved by the highest educational authorities in Canada.

Handsomely bound in red cloth. Size 9¼" x 6½"

Volume One (as above) contains Nos. 1-5 of the monthly parts - - - **Price \$1.25, Postpaid**

Volume Two (uniform in size and style) contains Nos. 6-10 of the monthly parts, **Price \$1.25, Postpaid**

The two volumes sent postpaid for \$2.30

Of Special Interest at Present

THE RIVER WAR

By Winston Churchill

The tale of the great expedition, in which Lord Kitchener first won fame, is of the highest importance at a time when the author also is playing so prominent a role in the great struggle.

THE BURDEN OF THE BALKANS

By Edith L. Durham

BY DESERT WAYS TO BAGDAD

By Mrs. Wilkins

WHAT I SAW IN RUSSIA

By Hon. Maurice Baring

WITH KITCHENER TO KHARTUM

By G. W. Steevens

Gilt Top. Illustrated. Fine Blue Cloth Binding.

Price 35 cents each.

THOMAS NELSON & SONS

95-97 King Street East
LONDON DUBLIN

Established 1798
EDINBURGH

TORONTO
NEW YORK PARIS



Holiday Gift Books



When in Doubt, Give A BOOK

There are books that are ideal as gifts for parents, for kinsmen, for friend or lover, for patron or employer, for boys and girls, and picture books for the wee kiddies.

Books happily chosen give true pleasure to those who receive them and gratify the sentiment that prompted the giving.

Because of economic reasons alone, books will, to as great, if not a greater extent even than last year, constitute a large proportion of gift-giving for Christmas.



War—Woman's Suffrage—Poverty—Vice—Prohibition

are discussed with keen insight in Nellie L. McClung's

"IN TIMES LIKE THESE"

Mrs. McClung is very much in the public eye these days, especially in Ontario and in Montreal, where a lecture tour has put her into that close touch with the people that has made her one of the most conspicuous of Western Canadians in recent years. 3,000 people turned away when she spoke in one Toronto church that seats 2,500.

A FIRST EDITION OF 10,000 COPIES

is the record for non-fiction which "In Times Like These" has scored. It contains the subject matter used in her speeches. It is a book of the "fair deal"—even for women! A guaranteed antidote for "mental strabismus" of all superior persons who are inhospitable to new ideas. A call to fight in "The War That Never Ends" for decency, temperance, moral and physical health, cleaner laws, safety of the home and equal opportunity in life for everyone.

Cloth, \$1.00
Net

THE CANADIAN COMMONWEALTH by Agnes Laut

is a book to quicken one's wits and is the most notable interpretation of the great Dominion ever published. Told in graphic, intimate style, gossipy, as if intended for a newspaper, the book is alive with interest and fairly bristles with figures and with cheerful optimism. It is a compelling and thought-provoking book, giving a picturesque and vivid interpretation of the people of Canada, their character, ideals and temper; their problems of trade, labour, immigration, government and defense; relations with England, America and Japan; their development in the past, their expansion in the present and their future big with opportunity.

Cloth, \$1.50
Net

Arthur Stringer's New Novel, "THE PRAIRIE WIFE"

Few Canadian writers have had so successful a literary career as this author, and this new book is a big event in that career. It tells of a woman of fashion, reared in luxury and accustomed to the highest circles of society, who marries a man on the spur of an impulse. She throws in her lot with his and goes with him to his shack amid the great wheat fields of the New Northwest.

How they saw it through together, how their love weathered storms of Nature and human nature, how she made good and he made good, she herself tells. And her telling is frank and natural, sparkling and clever, witty and humorous, and above all intensely human. Arthur Stringer knows how to touch the heart and make you love his people. His prairie wife is a woman in a million.

Cloth, \$1.25

THE BROWN MOUSE, An Epoch-Making Novel

This book, by Herbert Quick, is a great achievement, so much so that it bids fair to become a text-book for supplementary reading in Canadian schools because of its clever treatment of the big subject of "rural education." It has to do with the one-third of the people who feed the other two-thirds. The story reveals the career of a Lincoln-like farm hand, a genius in jeans, who upsets a district, then the whole country, with a new kind of rural school. A real story of heart interest, astir with characters breathing the breath of life.

Cloth, \$1.25

PRUDENCE OF THE PARSONAGE, like "Little Women"

is a book that will strongly appeal to people who are ever concerned as to what class of books shall be read in their homes. Prudence is left, upon her mother's death, the unmatched task of looking after her kindly Methodist pastor father and four younger sisters. Love, laughter, pathos, faith—all displayed in the light of commonplace life—this is true art. There is a fine, stalwart fellow named Jerry who comes tramping into Prudence's life. The book is a credit to its author, Ethel Hueston.

Cloth, \$1.25

GOD'S MAN, by George Bronson Howard

We do recommend this as a book worthy of your consideration, knowing that you will not "waste your time reading it," knowing that you cannot fail to be impressed, stirred, interested and believing that in bringing "God's Man" to your attention we are doing you a literary service and advancing, with thinking people, the cause of fiction generally.

Cloth, \$1.40
Net

FELIX O'DAY, Hopkinson Smith's Last Book

Like this author's other delightful stories, this, a posthumous novel, deals with people of the sort you like to know. As the New York Times has said of this book, "its characters are so fully alive that they seem like personal friends."

Cloth, \$1.35
Net

McLEOD & ALLEN, TORONTO
Publishers of Books That Sell



Holiday Gift Books



BOOKS

Is gift choosing hard? Then decide on a book.

Books as gifts fit every relationship and pay every indebtedness of good-will.

Whether you be parent, kinsman, lover, friend, patron, or employer, or whether you would reciprocate a kindness shown, the gift of a book is the solution of your problem of what to give. A book meets, as does nothing else, the predilection of those to whom you would show favor.



GENE STRATTON-PORTER'S BOOKS

"For a Cheerful Christmas"

MICHAEL O'HALLORAN

"BE SQUARE"

Is the best selling book of the year in Canada and the U.S. It adds to the PLUS side of life for anyone to read "Michael O'Halloran." Now in its 250th thousand.

Cloth, \$1.50 — Illustrated in colors — ooze calf, boxed, \$2.50.



Following titles uniform with the above:

	Regular Cloth Edition	Ooze Calf, Boxed, with slip cover and strap
LADDIE	\$1.50	\$2.50
THE HARVESTER	1.50	2.50
A GIRL OF THE LIMBERLOST	1.50	2.50
FRECKLES	1.50	2.50

OTHER NOVELS AND NATURE BOOKS

BY GENE STRATTON-PORTER

FRECKLES

The Limberlost Edition—With charming drawings in colors and in black and white by Thomas Fogarty. Boxed \$2.00

THE SONG OF THE CARDINAL

A new and revised edition from entirely new plates. 12 illustrations in colors and numerous black and white. Her masterpiece. Cloth extra \$1.50, Leather \$2.50

MOTHS OF THE LIMBERLOST

Beautifully illustrated in colors with rare photographs of living moths taken by the author. Boxed, net \$2.50

MUSIC OF THE WILD

A Volume of the Songs and the Voices of Nature. Mrs. Porter's experiences "nature hunting" in the Limberlost Swamp. Net \$2.50

WHAT I HAVE DONE WITH BIRDS

This book contains photographic character studies of such native American birds as the author induced to pose for her. To accuracy of observation and completeness of detail, the author adds a literary and artistic workmanship. Net \$3.00

PUBLISHERS: DOUBLEDAY, PAGE & CO., GARDEN CITY, N.Y.
THOMAS LANGTON, 23 Scott St., Toronto



Holiday Gift Books



BOOKS

will admirably enable you to express, in the form of a gift at Christmas time, good-will towards near and dear friends.

Yield to that impulse by choosing books to be that exhibit of your kindly thought.

To give pleasure, a book need not necessarily be a highly expensive volume. There are moderate priced books that will delight certain people more than precious metals.



The Macmillans'



Books for Christmas

A FAR COUNTRY, By Winston Churchill - - - \$1.50

"No one can afford to miss reading this, or reading it can fail to be interested. The themes Mr. Churchill handles are the big themes confronting us all, and in the fortunes and misfortunes of his characters he indicates energies and developments that are nation-wide. It touches on what is vital...and it will help in no small degree to broaden our thought and clarify our vision. Many people read 'The Inside of the Cup,' but 'A Far Country' should reach a wider audience."—New York Times.

THE RESEARCH MAGNIFICENT, By H. G. Wells - - - \$1.50

The dominating character in this story (it would be absurd to call him the "hero") almost placed his hand on the stars; in almost reaching sublimity he almost made himself ridiculous. He did neither, but in portraying his attempt Mr. Wells has shown the true male man's character with everything superfluous scraped off. "An extraordinary...a wonderful book."—The New Republic. "Displays the best in Wells—as a thinker, critic, student, and—most of all—as a novelist."—Boston Transcript.

THE STAR ROVER - - - \$1.25 HEART'S KINDRED - - - \$1.25

By Jack London.

A story dealing with the old question of the supremacy of the mind over the body. The story tells of the wonderful adventures in many lands, among many people under remarkable circumstances which fell to this "star rover."

By Zona Gale.

The story of the making of a man and the rounding out of a woman's character, too. A story of the rough, unpolished, but very sincere West, by the author of "Friendship Village" and "The Loves of Pellican and Etarre."

OLD DELABOLE - - - \$1.50 THE EXTRA DAY - - - \$1.25

By Eden Phillpotts.

A critic in reviewing *Bruehl's Tower* remarked that it would seem that Eden Phillpotts is now doing the best work of his career. There was sufficient argument for this contention in the novel then under consideration and further demonstration of its truth is found in *Old Delabole*.

By Algernon Blackwood.

A group of delightful children learn to gain for themselves an "extra day" which as a matter of time does not count; and this day is filled with beautiful adventures. Because it deals with the joyousness of life this book will remind some readers of *The Bluebird* of Maeterlinck.

THE KINGDOM OF THE WINDING ROAD - - - \$1.25 net

By Cornelia Meigs.

A children's book illustrated in colour. Part fairy tale, part romance, part allegory, but always literature. In a very human way, the beggar, with his lute, stands for the soundness and sweetness of life. But whether one bothers with the moral and the metaphors or not, there is an inescapable charm to the narrative.

CHAINED LIGHTNING - - - \$1.25

By Ralph G. Taber.

A story of adventure. The stirring incidents of the plot are illuminated by accurate sidelights on Mexico and its peculiar people. Two boys, for want of anything better to do, accept positions as telegraphers in forlorn spots in Mexico.

FRANCE AT WAR - - - 25c

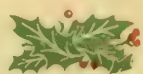
By Rudyard Kipling.

Articles written from the front. Contains a fine, new poem on "France."

Check up your stock now on Kipling Prose and Poetry:

25 Vols., Pocket Ed., Leather \$1.50
25 Vols., Pocket Ed., Cloth 1.25
25 Vols., Library Ed., Cloth 1.50

MACMILLANS', Publishers, TORONTO



Holiday Gift Books



BOOKS

admit children to new worlds of delight, contribute much to their happiness, stimulate their imagination, and leave lifelong, joyous memories.

Good books owned and read in childhood are enduring contributions to life's true wealth. Books are, in fact, a delight all through life, and there are volumes eminently suitable for men and women of all ages.



THE VALENTINE & SONS UNITED PUBLISHING COMPANY, LIMITED

are now ready to look after all your CHRISTMAS requirements on the shortest notice. The outlook for the holiday season is of the brightest, and our advice is

LOOK OVER YOUR STOCK

and place your orders at once for

Christmas and New Year Booklets

Christmas and New Year Post Cards

Patriotic Toy Books

Children's Toy Books in Paper and Linen

Book Toys

Rocking Books

Tags, Seals and Cards

Valentine's Popular Lines of Patriotic Games

All these lines will move quickly this season.

**Special Sample Orders Will be Cheerfully
Sent on Request**

THE VALENTINE & SONS UNITED PUBLISHING COMPANY, LIMITED

Montreal

Toronto

Winnipeg



Holiday Gift Books



BOOKS

are most suitable for holiday gifts this "economy year." A good book with a suitable Christmas greeting card, and the parcel done up with gift dressings, will carry goodwill every whit as effectively as a big gift with the weight of its expense hung around its neck, as well as that of the giver.

A Dainty Cabinet Xmas Cards Costing \$7.50 Retail Value \$14.40



A New Novelty in Children's Toy Books, made up like a Purse—Children cry for it!

Carton of 1 doz. assorted colors, costs you \$2.00.

This has been a good seller in the shops.

We have a new cabinet of Birthday cards (Booklets), \$3.00 (100 cards, 5, 10, and 15 cents); \$3.00 (Gross cards, 5 and 10 cents); \$4.50 (Gross cards, 5, 10 and 15 cents); \$9.00 (Gross 5, 10, 15, 20, 25 cent cards).

Xmas cabinets (Booklets): \$3.00 (100 cards, 5 and 10 cents); \$4.50 (Gross cards, 5, 10 and 15 cents); \$9.00 Gross cards (5, 10, 15, 25 cents).

All Yield 100% Profit

Our Tally Cabinet, 1,000 Tallies: Bridge, "500", Auction, costs \$8.00. Retail, \$15.00.

This has run into 3 editions, nearly every dealer has sent us a repeat order.

Patriotic Xmas Card Booklets, costing \$2.50, \$5.00, \$7.50, \$10.00 and \$15.00 per hundred.

Patriotic Xmas Post Cards, costing \$1.50, \$2.50 and \$3.00 per hundred.

Xmas Tags, Seals and Enclosure Cards in cabinets, \$3.25 and \$4.50 for the cabinet.



MENZIES & COMPANY, LIMITED

439 KING ST. W., TORONTO

Representing Manufacturers of Xmas Cards, Blotting Paper, Fancy Writing Papers, etc., etc.



Holiday Gift Books



Christmas Magazines

While on the subject of Books for Christmas it is well to pay attention to magazines as well.

Consider MacLean's Magazine, for instance. Does it not appeal to you that a copy of the Christmas number, together with a special card advising that MacLean's is to be sent during 1916, would be a most acceptable Christmas gift?



An illustration for "The Frost Girl," by Harry C. Edwards, in December MacLean's.

A Magazine that Will Sell

The December issue of MacLean's Magazine will be a rapid-fire seller. Just glance over this list of contributors and you'll understand why.

Stephen Leacock contributes a satire, "The Peace Makers," one of the strongest and at the same time laughable sketches he has ever done. It is aimed at the Pacifist who prefers Peace to fighting for Right.

Agnes C. Laut writes a sensational but authoritative article on German activities in the United States under the heading, "Some Sidelights on the German Propaganda."

Alan Sullivan is represented by "The Account of Antoine Chabot," a masterly story of Christmas in the Habitant country.

L. M. Montgomery contributes a charming love story, "The Letters."

And then there are Robert E. Pinkerton, with his splendid new serial, "The Frost Girl"; Augustus

Bridle on "Music and Mars"; Hopkins Moorhouse and A. C. Allenson, two rising young Canadian authors, with bright, snappy short stories; H. F. Gadsby, with a light sketch of F. F. Pardoe, M.P.; W. A. Craick, with an article on veteran leaders of Canadian Industry; and Hugh S. Eayers, on Sir Oliver Lodge.

And a smashing political article on Secret Party Funds.

The artists represented in this number are C. W. Jefferys, J. W. Beatty, Harry C. Edwards, Dudley Ward, and others.

With this showing of the best Canadian writers and artists, December MacLean's should sell like wildfire. Order an extra supply through your news agency. MacLean's now sells at 15 cents, and is fully returnable.

15 Cents. MACLEAN'S MAGAZINE Fully Returnable

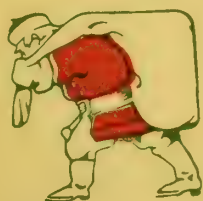
The MacLean Publishing Co., Limited - 143-153 University Ave., Toronto

Holiday Gift Books

BOOKS

The Reader's Duty: — Truth spreads by testimony. There is a sort of high compulsion, which lofty spirits recognize, to bear witness to the truth wherever found. That is how the best books get their circulation. A reader who has dug treasure from a book spreads the news of his discovery to others whom he desires to enrich.

If these books have pleased or helped you, will you not tell about them to the most appreciative person you know?



A FEW SELECTIONS FROM OUR WONDERFUL FALL LIST

OF HUMAN BONDAGE

By Somerset Maugham. A story that is so big that not to know about it is to argue oneself as ignorant of contemporary fiction as though one had never heard of Wells or Bennett.

Cloth,
\$1.50 net

DEMOCRACY AND THE NATIONS

By J. A. MacDonald. A Canadian view. These luminous chapters have all the passion of the real orator, all the poise of the disciplined writer, and all the courage of the man of prophetic vision.

\$1.25 net

THE LITTLE ILIAD

By Maurice Hewlett. With four illustrations after Burne Jones.

Cloth,
\$1.35

MOONBEAMS FROM THE LARGER LUNACY

By Stephen Leacock. While the humour is as droll as that in "Nonsense Novels" or "Behind the Beyond," it is more subtle and satisfying. 2nd large Canadian Edition now ready.

Cloth,
\$1.25 net

JAFFERY

By Wm. J. Locke. Illustrated. Read "Jaffery" and forget the War for several blissful hours. The best selling novel in Canada and the most popular.

Cloth,
\$1.35

LITTLE HEARTS

By Marjorie L. C. Pickthall, author of "Drift of Pinions." A story of the Forest and the Downs in the troubled times of the Eighteenth Century.

Cloth,
\$1.25

OFF SANDY HOOK

By Richard Dehan, author of "The Dop Doctor," etc. A collection of short stories, as admirable in quality as anything Dehan has yet done.

Cloth,
\$1.25

SHADOW OF FLAMES

By Amelie Rives, author of "The World's End," etc.

Cloth,
\$1.35

A SOUL ON FIRE

By Frances Fenwick Williams. A thrilling tale of Montreal.

Cloth,
\$1.30

THE DUAL ALLIANCE

By Marjorie Benton Cooke, author of "Bambi." Illustrated.

Cloth,
\$1.00

JUST GIRLS

By I. T. Thurston, author of "The Bishop's Shadow." The Eight Weeks' Club movement of the Y.W.C.A. is the motif of this cheery story.

Cloth,
\$1.00

S. B. GUNDY, 25 Richmond St. W., Toronto
PUBLISHER IN CANADA FOR HUMPHREY MILFORD



Holiday Gift Books



BOOKS

Whether for father or mother or any other member of the family, lover, kinsman or friend, there's a book admirably suitable as a gift to that particular person.

There is no easier solution of the Christmas gift quandary that worries so many people each year, than the decision to give books—Just the right sort of books can be found in any bookshop worthy of the name.



How Toronto Public Library Develops Interest in Books as Suitable Gifts for Children

THE following announcement on a card 9 x 12 inches, is being circulated in the City of Toronto in connection with the Toronto Public Library. This affords a good example for other Public Libraries throughout Canada.

BOOKS FOR CHRISTMAS

"Those who think of literature as a mere luxury, to be cut down with as little compunction as petrol or asparagus are exceedingly ill-advised. They can have very little idea as to what precisely it is we are fighting to preserve. The nation which is starved in mind and fancy is as little likely to survive as the nation which is starved for bread and cheese."

—*Saturday Review.*

Third Annual Exhibition of

Selected Books for Boys and Girls

Organized and managed by the Children's Librarians of the Toronto Public Library.

Opens November Tenth in the

Public Library, College St. Branch

We show books, advise, and explain, but *no books are for sale*. All books shown may be obtained through a bookseller.

A special shelf of recent Canadian books suitable for presents for Father and Mother.

THE HARBISON COMPANY, 1269 BROADWAY NEW YORK CITY

INCORPORATED



MADE IN AMERICA

The most complete line of Dainty Made and unusual Greeting Cards for Christmas and other seasons in die-stamped and engraved and hand-colored.

We have a special display box of 144 cards which retails for \$10.00, on which the dealer makes 100%.

Send for sample assortment and satisfy yourself as to the attractiveness and quality of these cards.



Holiday Gift Books



BOOKS

as gifts proclaim the heart and mind of those who give and those who get. Therefore, when happily chosen, books are matchless as gifts.

Happily chosen books become treasured possessions and never fail to awaken pleasant memories of their givers.

Books make the gift speak of and from the giver.



From Page's List

THE SPELL OF BELGIUM, Mrs. Larz Anderson's New Book

"Mrs. Anderson's book will well repay the reading of it, and its charming outer garb and excellent illustrations keep up the standard set by the publishers in their beautiful SPELL SERIES."—*Monthly Book Review*.

Illustrated in color and in duogravure.

Boxed, net \$2.50.
Carriage paid, \$2.70.

THE SPELL OF THE HOLY LAND

By ARCHIE BELL. "In all the voluminous literature on the Holy Land there is no other quite like this brilliantly yet faithfully written book."—*San Francisco Chronicle*. Boxed, net \$2.50; carriage paid, \$2.70.

THE SPELL OF FLANDERS

By EDWARD NEVILLE VOSE. "A vivacious history of Flanders, rich in details such as no other guide book gives, and a handbook of architectural and artistic attainments."—*The Continent*. Boxed, net \$2.50; carriage paid, \$2.70.

THE SPELL OF SOUTHERN SHORES

By CAROLINE ATWATER MASON. "Those who have read other volumes in the SPELL SERIES do not need to be told that every page of this publication is a delightful treat."—*Chicago Evening Post*. Boxed, net \$2.50; carriage paid, \$2.70.

THE COMPLETE CLUB BOOK—For Women

2d printing.
By CAROLINE FRENCH BENTON. A companion volume to "Women's Club Work and Programs." "A complete encyclopedia for the club woman."—*Pittsburgh Dispatch*. Net \$1.25; carriage paid, \$1.40.

POLLYANNA: THE GLAD BOOK

Trade Mark Trade Mark

CALENDAR FOR 1916

2d printing.
"One of those calendars that will be kept long after its immediate usefulness is over with, since it is a continual reminder of the 'glad game.'"—*Waterbury American*. Boxed, net, \$1.50; carriage paid, \$1.65.

Published by

THE PAGE COMPANY

53 Beacon St., Boston

ANNE OF THE ISLAND

A sequel to "Anne of Green Gables" and "Anne of Avonlea."

5th printing (40th thousand)

By L. M. MONTGOMERY. "Anne Shirley comes back the same old Anne, beautiful, brilliant and charming. In many ways this new story is the author's best."—*Boston Transcript*. Net, \$1.25; carriage paid, \$1.40.

POLLYANNA: THE GLAD BOOK

Trade Mark Trade Mark

2d printing (320th thousand)

"The success of the POLLYANNA books has been hardly short of wonderful, and proves that the people are ever in sympathy with a happy, healthful philosophy and that optimism is the order of the day."—*Detroit Saturday Night*. Net, \$1.25; carriage paid, \$1.40.

POLLYANNA GROWS UP

Trade Mark

THE SECOND GLAD BOOK

Trade Mark

5th printing (150th thousand)

"Pollyanna's girlhood and maidenhood are just as cheery, helpful and actively optimistic as her childhood narrated in the first GLAD BOOK was glad. She is really irresistible."—*Philadelphia Ledger*. Net, \$1.25; carriage paid, \$1.40.

THE CRIMSON GONDOLA

By NATHAN GALLIZIER. A tale of Venice and Constantinople at the beginning of the thirteenth century. "An historical romance of vivid picturesqueness."—*Milwaukee Free Press*. Illustrated in full color, net, \$1.35; carriage paid, \$1.50.

THE MESSAGE

By A. J. DAWSON. A remarkable story in which the author forecasts the titanic struggle now being enacted in the war caldron of Europe. "Vivid and compelling," says the *New York Sun*. Net, \$1.25; carriage paid, \$1.40.

Best Sellers For the Christmas Season

Look at the Authors' Names over the following titles. Pretty good assurance, are they not, of their readable and salable qualities?

FRANCES HODGSON BURNETT	The Lost Prince	\$1.35
KATHLEEN NORRIS	The Story of Julia Page	\$1.35
One of the year's biggest and strongest books		
ARNOLD BENNETT	These Twain	\$1.25
The sequel of "Clayhanger." Enough said.		
KATE DOUGLAS WIGGIN	Penelope's Postscripts	\$1.00 net
OWEN JOHNSON	Making Money	\$1.25
H. A. CODY	If Any Man Sin	\$1.25
Written, plot laid and published in Canada.		
GEO. BARR McCUTCHEON	Mr. Bingle	\$1.25
Clever, laughable, lovable.		
SAMUEL HOPKINS ADAMS	Little Miss Grouch	\$1.00
A rollicking love story already splendidly received.		
NOTHING BETTER to send to "Somewhere in France" than the characteristically-Canadian		

SERVICE POEMS

Our "Miniature Editions" are beauties—easy to send, sure of acceptance. The boys are reading them in the trenches now.

WILLIAM BRIGGS, Publisher, TORONTO

The Publisher's Page

By F.I.W.

The following paragraphs emphasize the good things that are to be found in this Holiday Gift Book Section. The various announcements may be profitably read by all who are contemplating the purchase of Christmas gifts for relatives or friends, and by the same token commend themselves to the close attention of booksellers who wield so important an influence in helping their customers to choose the most suitable books.

Few novelists have a larger following among readers of fiction of the better class than Mrs. Humphry Ward, and this writer's newest novel, "Eltham House," is just one of a number of worthy titles featured in the announcement of McClelland, Goodchild & Stewart's late publications appearing on page 19.

A well-balanced book announcement is that regarding the new books of Cassell & Co., on page 20, covering autobiography, travel, fiction and juvenile books. Special interest attaches to Beckles Willson's *Life of Strathcona*.

A notable group of novelists are represented in the fiction which is interestingly set forth in the descriptive paragraphs about seven of the season's new works of fiction dealt with in the Copp, Clark Co.'s holiday book announcement on page 21.

In dealing with the question of suitable gifts for children, a good suggestion is afforded in Nelson's announcement on page 22. The Children's Story of the War will interest the child and, besides the fascinating interest of the work, its educative value is most worthy of consideration.

What writer has been more in the public eye in recent weeks than Nellie L. McClung? For that reason her book, "In Times Like These," described on page 23, would prove most appropriate as a Christmas gift, especially for the thinking Canadian woman.

An idea that should appeal alike to the Canadian giver and to the Canadian who is to be the recipient of a gift is the suggestion that the gift be the Christmas Number of MacLean's Magazine, together with a holiday message embodying the advice that MacLean's Magazine will be sent regularly during 1916.

That Gene Stratton-Porter has lost none of her popularity is evidenced by the fact that her newest novel is the best selling book of the month in Canada and the U.S. A whole page is devoted to the books of this writer in the announcement of Thomas Langton on page 24.

H. G. Wells, that most versatile of all novelists, blazes an entirely new trail with "The Research Magnificent," one of a number of strong books dealt with in the Macmillan Company's announcement on page 25.

Children's toy books considered in the aggregate are influenced in their characteristics by the war and patriotic toy books are consequently much in evidence. This is one of the items interestingly dealt with in the Valentine Co.'s announcement on page 26.

A novelty in children's toy books which booksellers will be able to provide is illustrated on page 27. This "Teeny Wee" toy book is characterized by its makers as "the daintiest of dainty little gifts, for a child."

Canadian writers are to the fore in S. B. Gundy's list of new books as set forth on page 29 with "Stephen Leacock's new humorous book, a novel by another Montrealer and Dr. Macdonald's serious volume, "Democracy and the Nations," given due prominence.

An interesting paragraph, "last but not least," in Briggs' announcement on page 31 is that regarding Robert W. Service's poems in miniature volumes. Many a fighting lad at the front would be glad to get one or more of these little books even after Christmas.

Another book by a Canadian writer which has been well up among the six best sellers repeatedly this year, is "Anne of the Island," one of the interesting volumes dealt with in the Page Company's advertisement on page 31.

MAKE THIS A BOOK CHRISTMAS

BOOKSELLER & STATIONER

143-153 UNIVERSITY AVENUE, TORONTO, CANADA

BOOKSELLER & STATIONER



DEVOTED TO THE INTERESTS OF THE
BOOK, STATIONERY & KINDRED TRADES



Vol. XXXI

TORONTO, NOVEMBER, 1915

No. 11

No Stamp Tax on Picture Postcards in England

Half-Penny Postage Remains—Good Example Set for the Canadian Government—How the Trade Waged the Campaign Against Increased Postage.

PROSPECTS for the removal of the war tax on postcards are brightened by the brilliant victory achieved by the picture postcard trade in Britain, where it was proposed to abolish the halfpenny postal rate on postcards and also the halfpenny letter packet. Over there the fight was taken up most energetically as soon as the proposed change was made and in consequence of the spirited protests which were lodged the tax was not imposed.

In Canada, on the other hand, the protests of the wholesale postcard firms, with the support of the retail dealers, did not begin until after the act imposing the one cent stamp tax, had been passed by Parliament. This naturally made the fight a harder one, and the government despite the abundant evidence brought forward to show that the tax, instead of raising funds was actually causing loss of revenue for the Post Office Department, have so far disregarded the demand for its abolition.

The British Government was not so slow to acknowledge the truth of the representations to this effect made by the trade, and within a remarkably short time after the first protest was lodged came this statement from the British Postmaster General in the House of Commons:—

"With respect to the proposal to abolish the halfpenny postal rates, it is clear from the representations which have been received that, even if it were adopted for the period of the war, there would be a widespread public demand for a return to the halfpenny rates when peace was restored. The additional rate cannot be regarded, therefore,

as likely to prove a continuing source of revenue.

"As to the amount of revenue to be expected, the Post Office estimate was presented to the Committee on Retrenchment as speculative, since there was no previous experience which could afford any guidance. The estimate made a large allowance for probable diminution of traffic in consequence of the increased rates, but it is recognised that that allowance may well be insufficient, particularly at the outset.

"In view of these considerations and the disturbance of business arrangements that would be involved by the changes, the Government will not proceed with the proposed increases in the postcard and halfpenny packet rates (cheers).

"At the same time, it is considered that the regulations by which any registered daily or weekly newspaper up to a limit of 5lb. in weight must be carried by the Post Office for a halfpenny should no longer be continued. I shall propose that the halfpenny rate should be confined to newspapers weighing six ounces or less, which will include all the ordinary numbers of the daily newspapers, and that above that weight the charge should be an additional halfpenny for every six ounces.

"With respect to the Press telegraph rates I have been in communication with representatives of all the Press organisations, and shall propose, by agreement with them, a modified scale of charges. I will make a further statement on the second reading of the bill."

In the same editions of the newspapers which contained the announce-

ment of the suggestion to abolish halfpenny postage, a letter from Sir Adolph Tuck, Bart., pointed out that from a revenue point of view, the proposal was certain to defeat its own object, because where a dozen postcards were despatched at the halfpenny rate it was doubtful whether one or two at the most would be sent at a penny postage. He presented also the serious point that the diminution of the circulation of patriotic postcards, would be a serious set-back to the stimulation of enthusiasm, patriotism and recruiting. Sir Adolph pointed out also that from the manufacturers' point there was another serious aspect. In view of the very considerable volume of trade in picture postcards which Germany did with Britain and British possessions, British printers and publishers had been counselled to exert themselves to secure this trade and to that end wings had been added to factories, new plant put down, and capital sunk all over the country for the purpose of keeping the British trade in postcards within the country. Then came the new Budget like a bombshell on the trade. Sir Adolph added that if some modification of its measures with regard to halfpenny postage, was not obtained, the consequences to the trade would be very serious indeed.

Printers and publishers hastily convened a meeting and put themselves on record as recognizing that increased revenue was necessary but expressed the conviction that if the authorities realized the consequences the increase would have on a growing British industry, a modification, at least

in favor of pictorial postcards would be immediately granted.

Further trade meetings followed. The Stationers Associated energetically took up the fight. Retailers enlisted the support of local members of Parliament. The trade press rendered yeoman service in organizing effective protests. The different manufacturers threw themselves into the campaign with fervor and finally came the victory as represented in the Postmaster-General's statement which is set forth in the foregoing.

There are valuable points to be gleaned from this British campaign which should inspire emulation in prosecuting the campaign in Canada for the removal of the one cent war stamp tax on postcards. The British protest got more active and enthusiastic support on the part of the retailers, which moves Bookseller and Stationer to ask of the retail booksellers and stationers of Canada:

Have you acted on the requests made in previous issues of "Bookseller and Stationer" to request local members of Parliament to support the removal of the stamp tax on postcards?

If you haven't, act NOW.

E. H. Harriman, director of Messrs. Valentine & Sons, United Publishing Co., at the meeting of the Association of the Publishers of Private Greeting Cards, and representing as well the manufacturers and publishers of picture postcards, said, in speaking more particularly as regards picture postcards, that the proposed abolition of the halfpenny post would seriously damage a great industry that gave employment to thousands of women and girls and a few men beyond military age.

This association, in a resolution setting forth arguments for retaining the halfpenny rate on picture postcards and Christmas greeting cards, represented that such a tax would so restrict sales that these industries, already suffering by reason of the war, would suffer still more severely. Preparations for Christmas trade had necessarily been made long ago, and, besides the loss to manufacturers and wholesalers, it was estimated that 50,000 retailers would lose part of their capital as well as an income they hoped to make.

The "Newsagent and Booksellers' Review," of England, from the issues of which much of the foregoing information has been condensed, published the following editorial in its issue of October 16th:

HALFPENNY POSTAGE SAVED

We congratulate the postcard trade

upon the statement made on Tuesday by the Postmaster-General that the halfpenny postage on postcards is to remain as heretofore. As we point out elsewhere, the threatened double postage, if imposed, would have spelt serious hardship to many manufacturers and thousands of shopkeepers, of whom a heavy proportion would have been faced with absolute ruin. This has, fortunately, been averted, and the thanks of the whole trade are due to those who did so much to convince the Government that the picture postcard is an important factor in the life of the people, and its production and publication an important industry. Where all labored so well, to mention names would be invidious. Suffice it that the postcard trade has been saved from a serious calamity, and, far from suffering from the events of the past few weeks, may even derive benefit therefrom if publishers and retailers are quick to see the magnificent advertisement that has been given to the pictorial postcard.

Gratifying, too, is the announcement respecting the wider issue of halfpenny letter post, which will be welcomed by all trades and especially by Christmas card publishers and dealers, while we think newspaper publishers will not cavil at the decision to allow registered newspapers up to 6 ozs. to travel for a halfpenny stamp.

Mr. Samuel is to be congratulated upon his reasonable and business-like announcement. We are not disposed to quarrel with the reasons he gives for his decision in view of the fact that that

decision is the one asked for by trade and public.



EXIT BATTLESHIP POSTCARDS British Admiralty Orders That Postcards or Pictures of This Nature Must Not be Exposed for Sale During War

Postcard dealers are affected by the following instruction issued by the British Admiralty for communication to the press on September 27th, 1915:—

"The attention of all concerned in the publication or sale of picture postcards or photographs is drawn to the fact that photographs, profile outlines, drawings or silhouettes of any of H.M. ships, or picture postcards of the same character, that might in any way assist enemy agents in the identification of H.M. ships, must be regarded as coming under regulation 18 of the Defence of the Realm regulations, which forbids the collecting, recording, publishing or communicating of any information with respect to the description or condition of any H.M. ships, of such a nature as is calculated to be, or might be, directly or indirectly, useful to the enemy, or the possession without lawful authority or excuse of any document containing such information.

"Photographs, profile outlines, drawings or silhouettes and picture postcards of this nature, therefore, should no longer be exposed for sale; and no dealing in such articles, whether by sale or otherwise, should take place during the continuance of the war."



Not What They Seem

These Things Look Like Easter Bonnets, but they are Novelties for Easter Sale in Stationery Shops

The accompanying illustration is not an actual showing of ladies' headgear, notwithstanding its close resemblance to a millinery display. These hats are made of paper, and are indicative of the wider range of novelties now being shown for Easter trade. The different makers and jobbers are showing many creditable novelties, and dealers will do well to keep in mind that a ready sale for these items can be created by very reason of their originality. They will not interfere with the sale of the conservative Easter greeting cards, which serve a distinct purpose. These novelties enable the trade to develop extra business.

British vs. Canadian Bookselling Methods

Who are the Most Progressive? Here Are Some Suggestions for Efficient Bookselling as Practised in England

CANADIANS frequently plume themselves in the conviction that British business men are not nearly so progressive nor so prolific in new ideas as the commercial men on this side.

While there are no doubt some things which the booksellers of Britain could learn from their Canadian brethren, the facts go to show that the preponderance of successful bookselling is on the side of the book stores in the Old Land.

Passing over the well known superiority of British merchants in point of thoroughness and complete grasp of the essentials of whatever mercantiling line they may be engaged in, it will be both enlightening and educative for Canadian booksellers to digest the following progressive bookselling ideas which come from England: Make up a list of potential book buyers in your community. Classify these according to the subjects most likely to interest them. Use the local directory for making up this list.

Cassell's Book Talk, in an article on this subject, says: "Count up the names of middle-class and high-class residents, then metaphorically take a peep into their rooms. There is hardly a home you can mention but has got its bookcase—at least some sign of hope in an apparently barren field.

"Why not test the capacities of that field? Take down any book from your shelf that seems to appeal to the more general interest. Say we choose "Questions of Sex" Series—a series which must appeal to every parent with a growing-up family. Make it your business to select from the local directory the names and addresses of every family which is likely to be interested in the spreading of right sex-knowledge among the young, and who want their children to learn it in the right way, from the pen of medical men and women who are qualified to properly instruct, then send each a prospectus."

But perhaps you would prefer to make a try with the new fiction. Social functions, theatres and entertainments will this season be just as much taboo as last—there will be just as many home-birds as ever. And for the busy man or woman who wants to be relieved of the daily tension of war conditions there is nothing so recreative as a good yarn. Why not send a form-letter to 250 or 500 chosen addresses, enclosing a few leaflets?

The form-letter can be drawn up on chatty lines: "If you're tired of reading

the war news, if you're suffering from business stress, try the best mental medicine you can find—a novel, etc."

Technical Classes

Then what about the technical classes in your district? Something can be done by way of sending an invitation to the teachers to come and look at your new stock of technical works. You might also get the teacher to send along the students to look through your stock. The students can be told they will not be bothered to buy.

And there is a large and ever-increasing class of artisans who are striving to better themselves, by getting to know more about their own line of business, and about the newer trades that are creeping into existence owing to the lapses in German exports.

It would be possible to arrange with the timekeepers of some of the large works to drop a few technical lists among interested workmen.

Then there's the matter of serious reading. Doubtless this type of reader is your regular customer. You know he studies special lines—just now it is international relationships. Watch for the serious reader's call—have the latest books ready for him; he'll be pleased with the compliment.

Then there are the serious readers who do not call—a little discretion in the choice of names in the local directory will enable you to spot them and follow them up regularly with a prospectus.

Having read these practical suggestions, the Canadian bookseller should cash in on them. Of course, there are some of these that have been used before and which some progressive Canadian booksellers periodically put into practice, but it is pretty safe to say that there is at least one new idea in the foregoing for every bookseller in Canada.

Bookseller and Stationer takes advantage of this occasion to once more point out the desirability of exchanging ideas on the part of members of the trade. If you have a good original idea that you have put into practice, in the way of window display, for instance, tell Bookseller and Stationer about it, so that it may be set forth in these columns for the benefit of other booksellers. Get this habit. If a goodly number of these ideas could be passed in each month through the medium of Bookseller and Stationer, the book sales in Canada would be enhanced in consequence.

Now, do not pass this over by merely acknowledging that it is a good idea. Do something. Mr. Grigg, the Pembroke bookseller, set a good example in his letter published last month. So did the Robert Duncan Company, of Hamilton, in sending their creditable booklet of holiday gift suggestions for review and comment in Bookseller and Stationer. Get into line in the procession of progress!



WHY PEOPLE SHOULD OWN AND READ BOOKS

"Borrowing books is a profitable proceeding for the forgetful. By this method, if the borrower's friends are also slack of memory, a very respectable library can be achieved at surprisingly small cost. The drawback to the plan is that the lenders are likely at any time to assert the privilege of the recall. Thus, just as one has become comfortably habituated to some prized volume, it is abruptly snatched away and the sedulous collector is left mourning.

"For myself, I find that a book worth reading at all is usually worth owning. If it has any message or meaning or value for me; if it has livened me with the refreshment of laughter, or touched me with a sense of the pathos of the human struggle, if it has thrown a gleam of light into some curious corner of life, or given me a new insight into the thoughts and passions of men; if I take from it one real, enduring thought or belief or emotion, then I want it by me, where I can turn to it, at need or on the whim of the moment, to renew the tie. That kind of book is a friend. Who would willingly borrow his friends?" Samuel Hopkins Adamson in Boston Herald.



2242 McIntyre St., Regina, Sask.
Oct. 25th, 1915.

Bookseller and Stationer, Toronto:

Dear Sirs,—Please find enclosed bill for one dollar, a year's subscription for Bookseller and Stationer. The October number I have already received. I find the magazine very helpful and full of reliable information. The list of the best selling books is certainly a good feature and a very good guide when ordering new fiction.

Yours truly,

HAROLD TYRRELL.

The Maclean Publishing Company LIMITED

JOHN BAYNE MACLEAN - - - - President
H. T. RUNTER - - - - General Manager

PUBLISHERS OF

Bookseller and Stationer and Office Equipment Journal

ESTABLISHED 1885.

FINDLAY I. WEAVER - - - - Manager

CABLE ADDRESSES

CANADA: Macpubco, Toronto. ENGLAND: Atabek, London, Eng.

OFFICES

Montreal 701-702 Eastern Tp. Bk. Building. Phone Main 1255
Toronto - - 143-149 University Avenue. Phone Main 7324
Winnipeg - - 34 Royal Bank Building. Phone Garry 2313
New York, R. B. Huestis, 115 Broadway, N.Y. Phone Rector 8971
Boston - - Room 733, Old South Building. Phone Main 1024
Chicago - - A. H. Byrne, Room 607, 140 So. Dearborn St.

GREAT BRITAIN—

London - The MacLean Company of Great Britain, Limited,
88 Fleet Street, E.C. E. J. Dodd, Director.
Telephone Central 12960. Cable Address: Atabek, London, Eng.

SUBSCRIPTION

Canada, \$1; United States, \$1.50; Great Britain and Colonies, 4s.
6d.; elsewhere, 6s.

PUBLISHED MONTHLY

Vol. XXXI. NOVEMBER, 1915. No. 11

HAVE ENOUGH GOODS

IN the various branches of the retail trade where manufactured goods of either domestic or foreign production are handled, the question may be well considered at this time, in relation to both the immediate past and the immediate future, as to whether commercial conservatism cannot be carried too far. This refers to the buying policy. For the past couple of years, and particularly since the outbreak of the war, business has been on a hand-to-mouth basis. Curbed on the one hand by a weak and uncertain consuming demand and on the other by a tendency to curtail obligations, the general policy has been to only place orders for goods actually required, with the result that stocks have been brought to a very low state. And in a less degree this will apply also to many wholesalers.

While the public demand continued at its lowest ebb the close hand-to-mouth policy had its advantages. But there were few dealers who expected this state of affairs to continue; had they done so they would probably have taken down their signs and gone out of business. They knew that there must surely be an improvement. They believed in the silver lining of the cloud, but there were few who prepared themselves to take advantage of the sunshine.

The result is that the revival of consumers demand, which is already evident in the wake of unusually good crops and the circulation of money derived from war orders, threatens to create a shortage of goods. This has already been the case in many lines in the United States, and the conditions are much the same in this country, with the crop a few weeks

later. The retailer who has his stock in shape to meet this demand will undoubtedly gain advantages in service and in prices—in many lines a revival of demand will undoubtedly emphasize the shortness of supplies, and further increases in price are the logical consequence.

With regard to domestic products the conditions related are likely to apply to a number of lines which have a large sale in Canada under normal conditions, but upon which the plants may now be working to fill war orders. With a fair inquiry from the consumer the volume of business is likely to spread through the retail and wholesale trade, where stocks are short, and the manufacturers will not be able to meet it promptly and fill the conditions of their war contracts. With foreign products it can be readily understood that stocks are low and the cost of importation—when the goods can be secured—has been materially increased. So far the slack demand has had a tendency to keep prices close to normal, but with heavier consumption the shortness of stocks will be revealed and prices will undoubtedly advance in many lines. In this connection it might be recalled that the policy of one of the largest retail organizations in Canada (and in America) after the war broke out was to buy up all the European goods available—at advanced prices if necessary—while the average merchant was rather looking to cancel a portion of what he had booked.



ELIMINATING THE WASTE

THERE is a worthy work being done in vacant lot cultivation by an organization in Toronto known as the Rotary Club. The movement was inaugurated in May last and the result has just been felt. A special committee appointed by the club secured a list of vacant lots throughout the city from real estate owners who agreed to loan them and then selected those which they desired for their work. These vacant lots were assigned to a number of the poorer citizens for a rental of \$1; plants and seeds were furnished and it was left to the people benefited to obtain as big a harvest as possible. The idea is a philanthropic one for which the Rotary Club deserves commendation. The financial statement of the vacant lot cultivation committee shows that the income was derived from club hospitality funds, garden fees and members of the club. The expenditures included cultivation of the soil, seeds, plants, seed potatoes, lumber for repairing fences, fence wire, signs, tools, plumbing, etc. The annual report shows that 462 men, women and children who cultivated the lots were the beneficiaries and the expenditure amounted to over \$500. There were approximately 19 acres tilled in this way and the total yield is estimated at \$5,700.

The times in which we are living have had the tendency to make us all operate on a more systematic

basis. Intensive cultivation of this kind which benefits the poorer classes is a most worthy sign of the times. There is no reason why vacant land like this should be allowed to go to waste from year to year, and the work of the Rotary Club of the city illustrates what a little organization will do to reform things.



THE TOY TRADE

CARE and conservatism have marked the buying of toys that has been done so far this fall, but in view of the improvement manifested in nearly all lines of business, many merchants are revising their estimates of quantities needed and therefore a larger filling in business is expected. To no line does this apply with more force than that of toys, for there is so much novelty in the new goods that with money more plentiful this cannot be overlooked. For years past Germany had the monopoly of toy making for the rest of the world, and while no one can deny her cleverness, of necessity there has been a certain sameness. Since the war it would seem as though every neutral nation as well as most of the Allies have started toy making industries. Toy making is taking root and flourishing in the British Isles, and also in Canada; America is developing the industry already started, and the clever Jap is seizing the present opportunity to capture a share of the toy business. With all these sources to draw from, the trade will find plenty of novelties in toys with which to make an attractive Christmas showing.



A BRIGHTER OUTLOOK

EVIDENCE that money from the new crop has begun to circulate is to be found in the fact that last week there was an increase in the bank clearings in Western Canadian cities as well as in the East. In Winnipeg this increase amounted to nearly \$4,000,000, and several other Western cities also made good showings. Trade indications point in the same direction. For staple lines there is a marked increase in the demand from country districts, as compared with a year ago, although in the cities there is little change in the conditions. The marked improvement in the demand for staple retail lines is an indication of this. Manufacturers of many food-stuffs, also report business better than a year ago.

Last week figures were given out by the Department of Trade and Commerce respecting the trade for August, and they show an increase in practically every division with the exception of that of agricultural products. Mines, fisheries, forest, animal, manufacturers and miscellaneous exports, all show a substantial gain as compared with the figures of the previous year. From comparative figures it is noted that the export of manufacturers is more than double the figures for August, 1914, or those of 1913. Animal products show a total double the exports of 1913,

and \$1,000,000 in excess of those for August, 1914. The aggregate of merchandise exports is \$48,998,484 as against imports of \$40,832,822.

A statement issued from official sources in Vancouver is to the effect that no less than 30,000,000 feet of lumber is being shipped on vessels especially secured for this purpose, this quantity represents slightly less than the total provincial exports for 1914. The pleasing feature of this business is the large proportion of low-grade lumber marketed. The timber sales in British Columbia recorded during the month of August cover an estimated total of 10,100,857 feet of saw logs, 85,000 lineal feet piles of timber, and 1,234 cords of pulpwood, cordwood, etc.



SHOWCARD WRITING

IN this issue appears lesson No. 10 of a series on showcard writing prepared for Bookseller and Stationer by R. T. D. Edwards. The value of showcards for assisting in attracting attention and creating sales cannot be over-emphasized. In the large stores, and in a fair percentage of the smaller ones, showcards are used extensively. There is, however, a tendency on the part of some merchants to overlook the importance of showcards.



TWO IMPORTANT SEVENS

IT is submitted by men who have studied merchandising economy that a retail business should not pay over seven per cent. for rent and not over seven per cent. for wages, based on the total turnover. These two sevens have been called the magic turns which should control the major part of the cost of doing business.



EDITORIAL NOTES

WHEN A man fails to meet an obligation when it is due, he deliberately takes a stone out of the foundation of his credit.

* * *

MERCHANTS should adopt and endeavor to live up to high ideals in some things, and they will tend that way in all things.

* * *

IF YOU make an appointment, keep it. You cannot get ahead any and keep other people waiting for you. They will not wait.

* * *

IF YOU are late to work you take away from your employer something he has paid for, just as much as if you took his goods or his money.

* * *

SPEEDING up a business means first, developing co-operation among the human units connected with it. You cannot increase your business without team work by the employees.

Evolution of the Fancy Box for Correspondence Papers

Something About Its Influence in Selling — How the Retail Stationer Can Promote Standardization.

STATIONERS should know the ins and outs of their business, even to the extent of acquainting themselves with manufacturing processes. Last month an interesting article dealt extensively with the subject of paper-making. This month particular attention is given in the following paragraphs to the evolution of fancy stationery boxes.

The continued development of the stationery box line has called for a higher quality of these packages, and a higher art in their manufacture. The trend of the package, the container for high-class merchandise, has had the effect of making the manufacturers of these lines strive for a nearer perfection—with the result that has proven the achievement possible. There is a difference between the fancy box and the high-class package. The one has for its greatest asset the art—that is, the design in point of unique attraction as to shape and size, as well as exterior covering, the latter for its significant features of high-class workmanship in the more intricate matter of beauty. The fancy box is used for a larger and increasing number of uses. The high-class package is limited to a few kinds of merchandise that are in a measure a part of the contents. Therefore, we may distinguish the stationery box, that is made to contain the highest class of stationery as a separate class of package. The line may be hard to define, but it exists, as anyone can see who makes a close inspection of these containers.

Many of us understand that the box in a great many cases sells the merchandise. The box, when it is made to meet with this very critical inspection, at first attracts the eye. This has been valued now as a big factor in the sale of much merchandise, and the idea, while not exactly new, is being more and more grasped by a larger number of manufacturers each year. What the public desires is that which the manufacturer must supply. If one organization adopts this class of package, his competitor must do likewise or lose much of his business. To-day we find a keen desire to please the fastidious buyer. Competition has brought about this changed view, and the most successful manufacturing organizations have not overlooked this condition. It is one form of publicity that must not be lost sight of, and that will

be found a profitable one. Publicity is the cry of the age. The business organization that contents itself with adhering to the old method of business getting is the house that very soon ceases to exist. The form of publicity depends upon the nature of the industry, and to which class of buyers it appeals in the greatest number.

Paper boxes, that were a few years ago looked upon only as a necessary evil, have a power as publicity messages that have become great factors in upbuilding enormous industries, and that have assisted in the accumulation of profits to the users that have not been trivial. This is a fact that all will readily enough admit, when the subject has been given only a moderate share of thought. From the commonplace receptacle, that contained the most commonplace articles of merchandise, to the package that in many cases sells the merchandise itself, is a step that is worthy of thoughtful consideration.

A few years ago the purchase of stationery was one of these commonplace acts. The nature of the box, when such was used to place the stationery in, was of the most ordinary type. It did not matter so long as it kept the merchandise free of dust and other elements that would mar the same. No one purchased the stationery because it was placed in a nice box, for these were not deemed of more than passing moment. But the change came, as it has in many other lines, with a desire to outdo the man who had not viewed the industry as one possessing any special merit.

With the keener desire to have a fine line of stationery, there must necessarily be a box that would assist in bringing this more forcibly to the public notice. What would an ordinary box look like with fine stationery therein? Would it have the same relative value in the eyes of the purchaser, as the box that made its appeal so direct, forceful, and captivating as to demand instant admiration? These things were looked upon as essentials that had to be taken into consideration when the development of the industry was being worked out. The styles, sizes, contour, originality, and beauty of these packages are to be classed as among the very highest specimens of the box-maker's art. While many other kinds of packages, termed fancy, are cast aside as having little real value

when the contents have been used, the high-class package is many times retained because of its singular beauty. It is too pretty, or too costly, or it has other charms that make it a thing of value to the purchaser or the recipient.

These things are fully appreciated by the box manufacturer who is alive to the trend of the higher phases of the industry, and who keeps abreast of the public tastes and the demands for the still higher class boxes that are of such importance to many industries to-day.

Influence of Retailers

Retailers should devote careful thought to subjects such as these. They should, of course, attach the greatest importance to the goods inside the boxes, however fancy these containers may be. A highly attractive box for poor paper would neither be consistent nor would it prove to be profitable merchandising.

The retailers should wield some influence as to the character of the boxes in which the goods they sell are to be contained. It would not be policy for them to assume to dictate to wholesalers or manufacturers on this point; a far more effective course is to cultivate a discerning taste in making their purchases. Then in their buying they will weigh the merits not only of the commodity itself, but also as to the manner in which it is boxed. Just a little thought will serve to bring home to the mind of the retailer the importance of this element and its influence upon the customer in the stationery store. The retailer should aim, therefore, to obtain not only the best value in merchandise, but to give due attention to the containers as well. Two paper manufacturers may produce paper and envelopes practically identical in appearance and quality, but one may possibly use a fancy box considerably superior in its attractiveness and consequently in its influence upon prospective purchasers. The dealer who buys the paper in the poorer package is outmanoeuvred by his brother merchant who buys the line more attractively boxed, notwithstanding that he gives his customer equal value in the paper itself. The retail stationer should have that element in mind in making his purchases, and the influence thus exerted will tend toward standardization in point of merit of the boxes in which the different paper manufacturers market their products.

Round Table Window Display Discussion

This is What One Stationer Wants to See Provided in Bookseller and Stationer—He is an Advocate of Simplicity in Display—Is He Right?

EVERY reader will read with interest this suggestion of "A Stationer," which the following letter presents, and the adoption of the idea of carrying forward a round table discussion of the subject is a good one. Letters need not necessarily be long; good points briefly scored will be all the more effective on account of their brevity:

Toronto, Oct. 26th, 1915.

Editor Bookseller and Stationer.

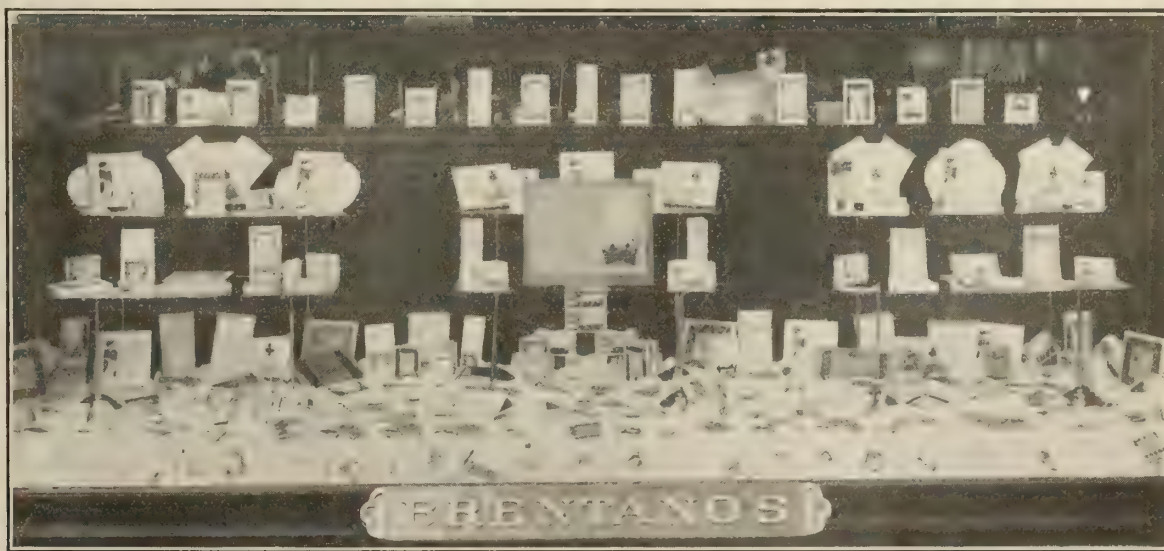
Let's have a round table discussion on the window display question. I believe that we booksellers and stationers, as subscribers to the trade paper, could add still further to the valuable service we obtain through this medium, if we ourselves were to voice opinions and offer suggestions more frequently in its columns. I may add that I have been moved to this course by the recent castigation we as a mercantile class got in a recent issue of Bookseller and Stationer, and I was particularly interested in the letter from Mr. Grigg, of Pembroke, appearing in the October number, called forth by the article to which I have referred.

Getting back to my subject of window display, I am submitting here the remarks I read in a paper which I

"The more simple a window is trimmed, the more effective it usually is. A crowded window is confusing. There are advocates of both methods, however. For instance, I have heard that in England the shopkeeper likes to show just as many of his different wares in the window at one time as he possibly can. I have seen many splendidly trimmed windows here, where every inch of available space was used, and I do not hesitate to confess that I spent many a minute studying these displays. Had I not had time on my hands and was somewhat curiously interested, however, I do not believe I would have received the same impression. My great objection to windows filled with a multitude of different items is that they leave one without any very definite impression. He walks by, perhaps merely glancing at the display as he does so, and if he sees many different objects, none of them get any particular attention. Please note that I say many different items. A bulky showing of one or several items is very effective and impressive. For example, a window filled with lemonade pitchers on a hot day is inviting; we might even say compelling. Many merchants will quite agree with me as to this, but will say they never carry suffi-

tration merely to emphasize the value and importance of simplicity. Try placing a few harmonious items in the window, giving each sufficient room to make a showing. By harmonious items I mean not to mix enameled ware with dry goods, or kitchen ware with toys. Keep conflicting interests out of the window. Stick to simple displays and show each time a few choice items. Save something for your next trimming. Avoid going to any extremes, and do not attempt more than you are sure you can handle."

As the writer of the article intimates, his observations invite discussion, and if you see fit, Mr. Editor, to publish this letter, along with the copy of the article which I am sending herewith, I will scan the pages of the December issue carefully for suggestions which I hope it will bring forth from other booksellers and stationers. Meanwhile, I may say that I am adhering to the "simplicity idea" in my Hallowe'en window, depending on a striking display of false faces to serve the double purpose of boosting my sales of these items, and serving to suggest my store as the right spot to visit in search of Hallowe'en goods as a class. If other dealers think



A window display of Greeting Cards at Brentan's Bookstore, New York. This half-tone is presented through the courtesy of Rust Craft, Boston.

picked up on my own magazine counter, being attracted to it by its title, "Simplicity in Window Trimming." The writer says:

cient stock of an item to make such a bulky trim. All well and good, I would not advise using all the stock for the trim anyway, and used the above illus-

the plan I have adopted is wrong, I would like to hear their reasons.

Yours truly,

A STATIONER.

Clever Display Stunts to Help Boost Sales

A 'Display Rack for Novels

The paper bound novels sell exceedingly well when placed on a centre bargain table, but as these tables are usually small a big assortment cannot be placed on one table. By making a rack, such as shown in the diagram, about three times the number of books can be placed on sale. This rack is built of real light lumber and is placed on the counter like an inverted "V". Shelves are made to slant downward at the back end, the pur-



pose of this being to hold the books from falling on the floor.

* * *

A Good Suggestion

A suggestion from the 5 and 10c Magazine: "Steel pens can be made plainer to the eyes by covering them with a small plate glass that magnifies, or putting them in a small fish bowl. The same authority suggests stringing hair nets, or any light-weight articles, by means of two heavy threads from ceiling to counter, as is frequently done with

post cards." Other good ideas set forth in that paper follow:

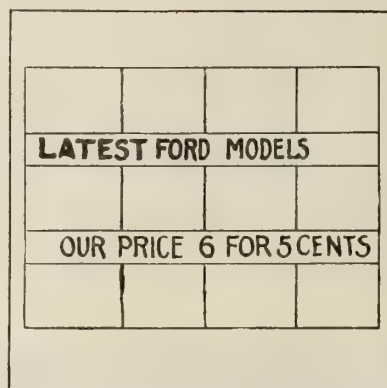


When crowded for space for toys, try standing dolls in tumblers. Put two or three rows of these across the counter.

* * *

How to Display Post Cards

Post cards that come in a series can be displayed in the window by taking a 14 x 22 inch card. This card will hold 12 subjects and allow spaces between so

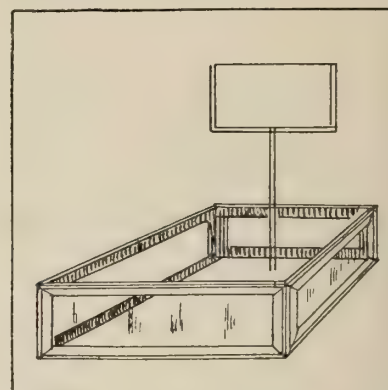


that the price and a short line of wording can be placed on the card.

* * *

Do You Sell Chewing Gum?

A neat way of displaying chewing gum, which is sold by many stationers, especially in the cities where combination stocks of stationery, cigars and tobacco are common, is to show the chewing gum packages on the show case and making a big display of it is to use picture frames. Take frames that are 4 or



5 inches wide and about 12 inches long, and take the mats out of the frames, and by putting the four of them together in the form of a hollow square, you have a neat display case. In this, stack the chewing gum, all the various kinds together, such as Kiss-me, Yucatan, Spearmint, Doublemint, Beeman's Pepsin, etc. Put a large sign a little back of the centre of the display and notice the improved sales on chewing gum.

Editor's Note: The four illustrations on this page are reproduced from the "5 and 10c Store Magazine."

Window Display Ideas for Selling Lead Pencils

TAKE strings and tie them around the ends of lead pencils at intervals of two inches, thus forming a ladder. Make sufficient of these ladders to cover the width of your window to a height of six feet. These pencils may then be hung directly against the window. There will, of course, be plenty of opening to see whatever else may be displayed in the window. The lattice work formed by the pencils will, in fact, serve as a magnet, attracting attention and arousing curiosity, so that people who would pass by a more conventional window display will stop to examine this one.

Display cards with prices should be shown in each ladder. On the first ladder, for instance, a card such as shown in accompanying panel.

Similar cards with the different prices should be given on the other ladders.

PENCILS ON THIS LADDER

1c EACH

10c DOZEN

There isn't much work entailed in working out this idea, which is an original suggestion on the part of Bookseller and Stationer.

Who will be the first to adopt it?

If you act on this suggestion, have the window photographed and if you will send in the photograph it will be reproduced in the next issue of Bookseller and Stationer.

Another display idea for pencils is set forth in the "5 and 10c Magazine" as follows:

To make a large cross counter display of lead pencils take two glass shelves six inches wide and the same length as the width of your counter. Stand them on edge across the counter about six inches apart and fasten them there by using small corner braces. Put a false bottom of about 4 inches in height in this bin and stand pencils on end between the false bottom and the glass so as to make a solid display. After this has been done, fill the bin with pencils scattered in loosely. Such a display can be used for the 2 for 5c or the 3 for 5c pencils, mixing the various kinds of one price together. At the front and back end of the bin small pieces of plate glass about six inches square should be used, so that the pencils will not slide out. If this is not obtainable use window glass or something similar.

ACROSS CANADA TRADE NEWS

Visits Toronto Annually

Miss Tweedie, of Moncton, Sets Good Example for Other Canadian Booksellers in Selling New Fiction

MISS HATTIE TWEEDIE, of Moncton, N.B., who conducts one of the most successful book and stationery stores in the Maritime Provinces, was in Toronto on her annual fall buying trip for ten days in October. Miss Tweedie has missed only one of these yearly visits to Toronto in the last dozen years, and a tribute to the city and the members of the book trade generally is the fact that each successive visit serves to increase her admiration for Toronto and Torontonians. In the course of an interesting interview on the occasion of Miss Tweedie's call at the office of Bookseller and Stationer she had some complimentary and encouraging things to say in expressing her appreciation of the paper, and she did not hesitate to deliver a few thrusts of adverse criticism as well. Bookseller and Stationer could not see eye to eye with Miss Tweedie in reference to all of the criticism which she offered, but on the other hand, some of the points she scored were well founded, and will be duly observed in the efforts of the editor to improve the service which the paper is giving to the book trade of Canada.

As Bookseller and Stationer on a previous occasion has stated, Miss Tweedie is particularly successful in selling new fiction, and she sets a good example for other booksellers to follow in keeping a close record of sales. Her annual sales of copyright novels have reached as high as 1,400 copies in one year by actual count, and as Miss Tweedie said, this is really short of the actual number sold, because in rush times, particularly during Christmas trade, it is difficult to find time to make entries of all sales.

Moncton, with its adjacent settlements, has a population of about 15,000. What other city of that size in Canada has a book store which can show as good a record of fiction sales as this?



Idea for Book Window.

Whitby, Ont., Oct. 22.—Mr. T. G. Whitfield, bookseller and stationer, of Whitby, recently entered Oshawa Hospital, where he was operated upon for an internal abscess. His friends will be pleased to learn that Mr. Whitfield is recovering rapidly, and that, though he is still confined to the hospital, he will be able to return to his business in the course of about a month. During his absence his son Gordon is in charge.



KILLED IN ACTION

Montreal, Oct. 28.—Lt. William Deas, of the 11th Argyle and Sutherland Highlanders, who was for a number of years Ontario traveller for McFarlane, Son & Hodgson, wholesale stationers, Montreal, was killed in action at Hill 70, France, on September 26. He came from Kirkealdy, Scotland.

Among the soldiers killed in the Hill 70 action in Northern France on September 26th was Lieut. William Deas, a member of the 11th Argyle and Sutherland Highlanders and formerly of Montreal. Lieut Deas was the only son of Mrs. W. Deas, of Kirkealdy, Scotland, and while in Canada was traveller in Ontario for McFarlane, Son & Hodgson, wholesale stationers, of Montreal. He was well known in sporting circles in that city, having been captain of the Scottish Rugby Football Club. He had also played with the London Scottish Football Club, London.



Sydney, C.B., Oct. 26.—John McIntyre, formerly of Hall's Bookstore, who joined the 36th Battery last week, was presented with a handsome wrist watch yesterday by the firm and staff of the store.

Napanee Bookseller's Suggestion

Would Have Plan Evolved Whereby All School Books Could be Ordered From One Distributing Firm

A. E. Paul, of Paul's Book Store, Napanee, Ontario, has been a subscriber for Bookseller and Stationer for over twenty years, and he expresses satisfaction with the service it is giving.

Mr. Paul desired to see a plan evolved whereby school books could be ordered from one distributing firm instead of nearly a dozen houses as at present.

The existing condition, he argues, means a considerable loss on school book business.

As to the influence of Bookseller and Stationer, Mr. Paul stated that he frequently ordered goods he saw advertised in its columns.

Mr. Paul registered a protest in his communication against the Government action in awarding school book contracts to Toronto department store firms.

MacPherson & Burnett, of Souris, Man., a town of 2,000 population, in filling out the special form sent out by Bookseller and Stationer, expressed satisfaction with the service given by Bookseller and Stationer, and stated that they found it a help as a guide in their buying. The departments of this store, in addition to books and stationery, include sporting goods, cameras and supplies, musical merchandise (including phonographs), wallpaper, pictures and picture framing, toys and fancy goods. The store has also a circulating library.

"Window Trimming in Small Towns" was the subject suggested by F. E. Cantelon, of Hanley, Sask., for discussion in an early issue of Bookseller and Stationer. Hanley is a village of about four hundred population. Mr. Cantelon said that he specialized in the sale of 6d. books. It is worthy of note that this store has a camera department, including a developing and printing service.

Cardwriting Made Easy

by R.T.D. Edwards

LESSON NO. 10

IN lesson No. 9 which appeared in this paper, I demonstrated how to use shading on square faced letters. I did so because the style of shading featured in lesson No. 9 was easier made, and better for the beginner, than the spurred Roman shown in the accompanying Chart No. 10, and described fully in this lesson. In this lesson I will also take up border ruling and corner designs, and also the mixing of shades.

The formation of the Roman alphabet and numerals has gone into and thoroughly explained in lessons 7 and 8 published in previous editions of this paper and by this time you should, if you have been diligent in practice, have no difficulty in making complete show cards with this style of type. The shading on this formation, being more difficult than in lesson No. 9, you should make an extra effort to master it.

There is one thing which should be impressed very thoroughly upon the beginner and that is the all importance of this branch of the show card work. Shading has been in vogue ever since show card writing has been recognized as a trade by itself, and is still just as necessary to

know. There is no way that the plainness can be taken off a show card quicker than by the use of a shade. By its use a plain black and white card can be made to attract the prospective customer, when the plain card would be passed unnoticed. It has the effect of making the black letter stand in relief from the white background.

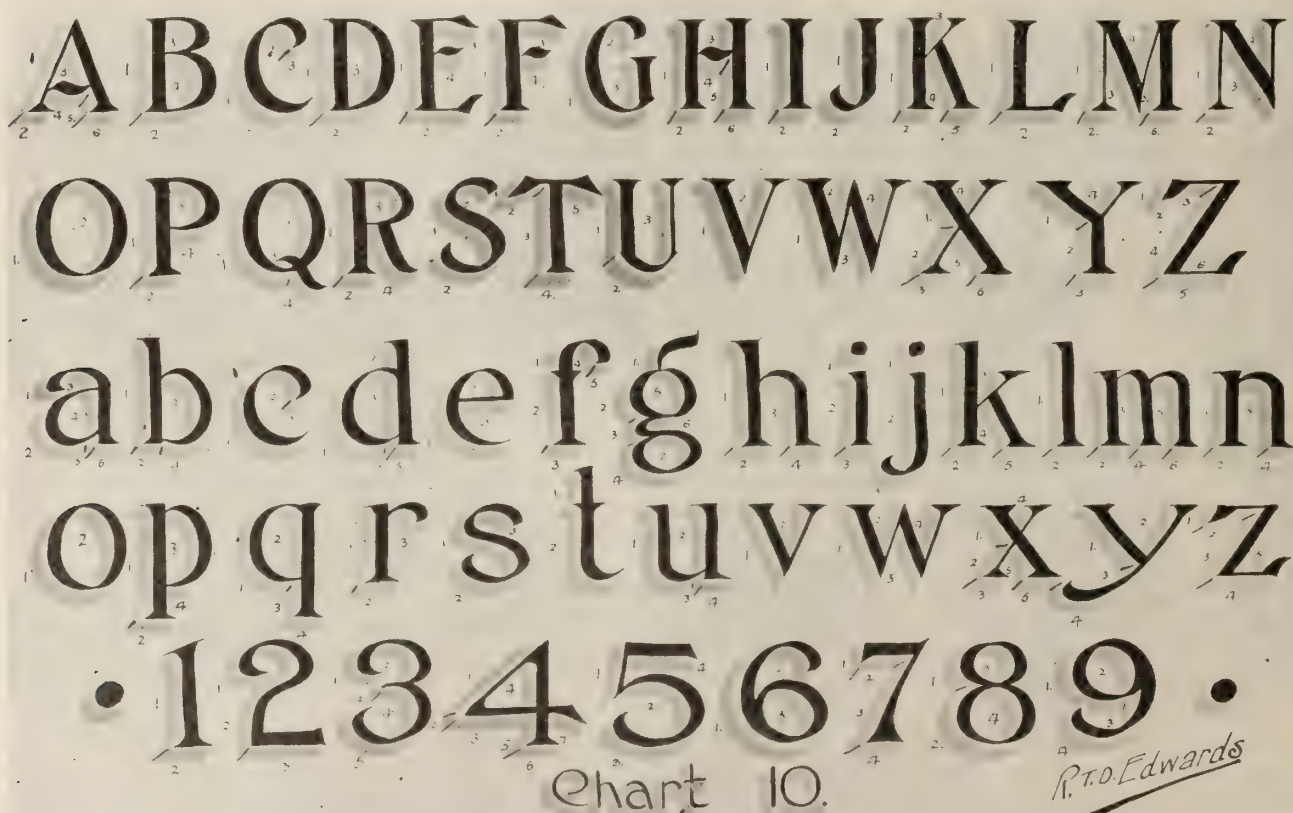
THE CHART—UPPER CASE

The shadow on the letter "A" is composed of five complete strokes. Stroke 3 will be found to be the most difficult one. At the finish of this stroke it is necessary to turn the handle of the brush to the left in order to get it to meet the cross bar of the letter squarely.

B's shadow is made with four strokes of the brush. Curve strokes 3 and 4 are made with the same movement.

Shade stroke 1 of C is found on many other letters and needs much practice. This must be made quickly to get a smooth stroke.

Shade stroke 1 of "D" is made more frequently than any other stroke. Note how often it appears through the chart. This should be made often until perfected.



The shade necessary for the "E" and "F" is composed of four strokes for each letter. Stroke 4 is a small one but must be kept parallel with the centre stroke of the letter.

It is absolutely imperative not to allow the shade to touch the letter. The curve finish of stroke 2 of G is made by lifting the brush while turning the curve.

The letter "H" is composed of six shade strokes. Stroke 4 is similar to those on "E" and "F."

The finish of the shade stroke 1 of the letter "J" is made by turning the brush to the left and finishing the stroke off square.

Shade stroke 3 of K you will find the most difficult on this letter. It is necessary to turn the brush to the left, and when lifting it turn downwards to get into the angle of the letter.

The shade of the letter "L" is quite simple as compared with some of the other letters. However, much practice is needed in these strokes especially No. 2.

The letters "M" and "N" are difficult letters to shade. It is the angles on the ends of strokes 3, 4 and 5 which cause the beginner much trouble. On stroke 4 the brush must be drawn down with the full width until the narrow part is reached. The angles are filled in by turning the right hand side of the brush downward. Strokes 3 and 5 start off with a fine stroke and are made the reverse of stroke 4.

The letter "O" shade is simply two quick curved strokes.

The pointed effect of shade stroke 4 of "P" is made by lifting the lower side of the brush first.

Stroke 2 of "Q" unlike that of "O" must be finished square.

Shade strokes 4 of "R" and 1 of "S" need a great deal of attention.

Stroke 2 of "T" is narrower than the rest of this letter. It is made with the side of the brush.

The letter "U" has three shade strokes and they all need much practice.

The "V" and "W" shadows are much the same as those of "M" and "N." The same principle that applies to the latter should be used for the former.

Shade stroke 1 and 5 of "X" should appear as one continuous stroke, as should 4 and 2 of the same letter.

Stroke 4 of the letters "X" and "Y" are to be made the same as stroke 3 of "K."

The peculiar formation of "Z" makes its shading difficult. This letter needs much attention.

Lower Case.

If you accomplish the shading on the upper case lettering before attempting the lower case work the latter will be easier.

All six strokes of "A" require a lot of practice as do the four strokes of the letter "B."

Strokes 2 and 3 of letter "C" can be made with one stroke of the brush, with practice.

The shade stroke 3 of "D" needs a lot of attention in order to get the curved beginning correctly.

All the shade strokes of "E" have appeared in previous shadows and should now be made easily.

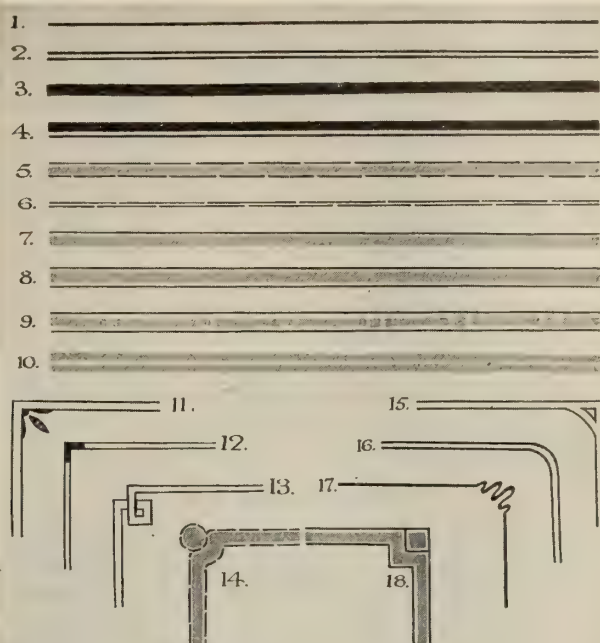
Stroke 4 of "F" should be made many times in order to get the right curve.

"G." The shadow on this letter is all curves. Hours of practice on these alone is not too much. Stroke 3 of the shadow of "H" is often made in two strokes, but for the purpose of getting speed in the work it is best to make it without having to lift the brush.

The shadow on the dots of "I" and "J" may seem small but need to be made correctly.

The shade on the lower case "K" is the same as that on the upper case.

The shade stroke 3 and 5 of "M" and 3 of "N" are made the same as stroke 3 of "H." Just one stroke of the brush.



*Plain and Fancy Border
and Corner Designs Made
with Pen and Brush—*

Fig. 2.

Chart showing various styles of borders and corner pieces

The "O" and "P" shadow is the same foundation as the upper case letter.

Shade stroke 2 of "Q" is of similar formation to that of 3 of the lower case "D."

Stroke 3 of "R" is one that needs frequent practice.

The shade of the "S" is the same as the upper case.

Stroke 2 of letter "T," and 1 of letter "U," are both the same and it is quite important to have them made gracefully. Practice these often.

The V, W, X and Z shadings are all the same as the upper case lettering but don't be afraid to practise them again.

Stroke 4 of the "Y" is the only one in the alphabet, and for this reason it needs a lot of hard practice.

All the lines composed in the shading the figures are used in some way or other in shading the letter so they do not need to be gone into separately. It is enough to say that each time you practise a stroke, no matter how often you have done it before, will do you the world of good both for shading and letter formation because the majority of strokes go hand in hand.

How to Keep Brushes.

It is impossible to make this class of shading unless you keep the brush flat pointed at all times. There should be no going over the work two or three times. Every stroke should be made with one sweep of the brush.

Shade Mixing

I will name a few shades which are used extensively for shading purposes. These added with the greys taken up in lesson No. 9 will give you a good assortment for some time to come.

Pale green is mixed by putting a small portion from your regular green colors into about 8 or 10 times as much

white. Mix thoroughly and add either pigments until desired shade is reached. Pale green has always been a favorite for shading or line ruling.

Pale Blue is mixed similar to the green except that the blue is used to color the white. If ultramarine blue is used care must be taken not to add too much as this color is very strong.

Flesh shade is made by mixing a small quantity of yellow and red into a larger quantity of white.

A mixture of a small quantity of yellow in white makes a cream that can be used for lettering or ruling on dark cardboard.

When brown tones are used on a card, a shade mixed from small quantities of red, yellow or black mixed in white. Use white until a light shade of brown is produced.

To get a violet shade mix a small portion of blue and red in a much larger quantity of white. This is an excellent shade for ruling and scrolling on white card.

Mix all these shades thoroughly. A small quantity of each shade should be made and kept moist and covered in a small screw top jar.

Border Ruling

Among the many branches of show card work, ruling borders both plain and fancy is one of great importance.

You must learn to do this work quickly and accurately.

Use a ruler about 24 inches in length. It must be absolutely straight. There is a heavy one in use with a heavy brass edge riveted on that is an exceptionally good one for cardwriting purposes. Always mark out the border first with pencil.

When making the border with pen or brush use the edge of the ruler that does not rest on the card. Both sides can be used by turning the ruler over. A smudge is almost sure to result if you attempt to border with the side of the ruler that rests flat upon the surface of the

Various Styles of Borders

Border No. 1 is made with a stub pen. This is the most used of all borders. No. 2, is double pen border. It is absolutely necessary that the lines run parallel.

No. 3 is made with a No. 6 red sable writer brush. No. 4 is a combination of the pen and brush. No. 5 shows a grey centre with a broken pen line on either side of it. This style is quickly made and is quite effective. Any color can be used for the centre.

No. 6 shows the double broken pen line border.

No. 7 is a pen and brush combination. No. 8 has the pen border on both sides of the shade line.

No. 9 shows a broken centre brush line with the straight pen line on both sides. No. 10 is the double brush line.

Below the border designs are corner pieces which can be used with the borders, as the accompanying card illustrates.

Corner piece No. 11 is made entirely with the pen. The conventional corner design is simply outlined and filled in. This can be used with border No. 2.

No. 12 is even simpler than No. 11. It is also made with the pen and can be used with border No. 2. No. 13 is a little more difficult and must be done more carefully. Similar designs to this were used in the old school drawing books. No. 15 and 16 shows pen corner pieces which can be used with No. 2 border and which are quite simple to execute.

No. 17 is also quite simple to make. It is just as quickly made with a wavy stroke across the corner to join up the two ends of the border lines.

Nos. 14 and 18 show a little more difficult part of the work, but with care can be made accurately. No. 14 can be used in conjunction with border No. 5 and No. 18 with border No. 8.

Other branches of show card writing will be taken up in Lesson No. 11 to appear later in this paper.

NEW MUSIC COPYRIGHTS

Our Empire Boys. Words and Music by Franka Morland-Davies. Arranged by Jules Brazil. Franka Morland-Davies, Toronto, Ont.

Neutral. March Two Step. By Harry J. Lincoln. (Music.) Vandersloot Music Publishing Co., Williamsport, Pa.

Dove of Peace. (Waltzes.) By Carl Loveland. (Music.) Vandersloot Music Publishing Co., Williamsport, Pa.

Everybody Loves a Little Bit of Irish. Music by Chester W. Smith. Words by Louis Weslyn. Jerome H. Remick & Co., New York.

Memories. Words by Gustave Kahn. Music by Egbert Van Alstyne. Jerome H. Remick & Co., New York.

Going to Pieces. (Rag One Step.) By Karl Kaffer. (Music.) Jerome H. Remick & Co., New York.

When the Stars in the Skies. Words by Richard Bartow. Music by Robert B. Stirling. Jerome H. Remick & Co., New York.

Come On Along. (Fox Trot.) By Egbert Van Alstyne. (Music.) Jerome H. Remick & Co., New York.

The Raggy Fox Trot. By Laurence E. Goffin. (Music.) Jerome H. Remick & Co., New York.

Because It's You. (Words and Music.) By Helen Trix. Jerome H. Remick & Co., New York.

Bimba Mia. Hesitation Valse. By William J. C. Lewis. (Music.) Jerome H. Remick & Co., New York.

Marching Thro' Berlin. Words by Jock Shepard. Music by Theo. J. Hutton. Theophilus Jackson Hutton, L.A.B., Vancouver, B.C.

Les Fillettes au Bois. Polka de Concert. Par L. G. Hasenier. (Musique.) J. E. Bélair, Montreal, Que.

Good Luck to the Boys of the Allies. Words and Music by Morris Manley. Morris Manley, Windsor, Ont.

Friend Highball. Words and Music by William J. McKenna. Jerome H. Remick & Co., New York.

I'm Going Back to Frisco Town. Words and Music by William J. McKenna. Jerome H. Remick, New York.

Waltz With Me. (Waltzes.) By Louise V. Gustin. Jérôme H. Remick & Co., New York.

THE DEVIL'S BAG

"I saw the Devil walking down the lane
Behind our house. There was a heavy
bag

Strapped tightly on his shoulders, and
the rain

Sizzled when it hit him. He picked a rag
Up from the ground and put it in his
sack,

And grinned and rubbed his hands.

There was a thing

Moving inside the bag upon his back—
It must have been a soul! I saw it fling
And twist about inside, and not a hole
Or cranny for escape! Oh, it was sad!
I cried, and shouted out, 'Let out that
soul!'

But he turned round, and, sure, his face
went mad,

And twisted up and down, and he said
'Hell!'

And ran away. . . . Oh, mammy!
I'm not well."

—From the new volume of poems by
James Stephens, entitled "The Rocky
Road to Dublin."

FIVE TO TWENTY-FIVE CENT BUSINESS

Variety Trade News

PRACTICAL "little gifts" are stronger than ever in the trade this year and in some stores, separate departments are being devoted to these items which comprise a wide range of merchandise. This is a particularly suitable feature for the 5c to 25c department in the book and stationery store. The suggestion is made that bookstores might suitably be advertised under the distinctive title of "gift shops," and this should be advantageously done not only at Christmas time, but all the time, so as to promote year-round selling of "gifts."

Pictures have never had sufficient attention in bookstores, but think of the wide possibilities in developing business by selling pictures! There are, of course, many good-selling pictures that are too expensive for sale in a 5c to 25c department, but it will be easy to so adjust the stock arrangement to have the cheaper pictures in the "5c to 25c department" and the higher-priced ones in another department. These are incidentals that can readily be adjusted. The main thing is that they should be included in the stock of the book and stationery store and their sale actively pushed.

With these items there are countless other little art novelties which will make up a most inviting department, one which will turn out to be a magnet drawing people to the store because of the very attractiveness of these goods.

Fred W. Rust, of "Rust Craft," Boston, submits the following suggestions relative to "gift" goods, which Canadian booksellers and stationers will find worthy of their careful consideration:

"There are now on the market a number of lines made up of little gifts—gifts that retail from twenty-five cents to a dollar—in beautiful boxes, and with attractive verses suited both to the articles and to the persons to whom they are to be sent. Among them we may mention bayberry dips, bulbs in gift boxes, paper cups in gift cases, as well as many other novelties in paper which one must see in order to appreciate. The way in which these little gifts are boxed is distinctly novel.

"You doubtless remember, as the writer does, the large sale of art calendars a few years ago. Everyone, it seemed, was buying them, and it was hard to keep enough in stock to supply

the demand. Then some people tired of these and wanted something different, and the greeting card business was the result. These cards are still having a splendid sale and you must have a good supply on hand this fall or you will disappoint many of your customers. But people are always looking for something new, too, and little gifts seem to be what they are looking for at the present time.

"Some years ago, when times were better, expensive presents were given by many people to those who were merely good friends. It was the 'taken for granted' thing to do. Then many came to the realization that it was useless extravagance, and some went so far as to send penny post cards and congratulated themselves on being active members of 'The Society for the Prevention of Useless Giving.' The pendulum has now swung in the other direction and the giving of small, practical gifts is the happy result.

"Do not fail to take note of this important demand, and see to it that you are well supplied with things for this purpose when the Christmas rush comes."



Physical Culture Dolls

An interesting shipment on the Lapland, which arrived at New York recently from Liverpool, was a case of physical culture dolls invented by Eugene Sandow for the Red Cross Society. The dolls are all dressed in the uniform of Red Cross nurses, and are made of paper. As artificial eyes are not available in Great Britain, the dolls will be taken to a manufacturing oculist in New York.



A Book About Home-made Toys

Home-made Toys for Girls and Boys, put out by a Boston publishing house, is the sort of book that quite makes a grown-up wish himself small again, so that he might take a long, rainy day for the testing of some of the very interesting things the book tells how to make. Books of this type, originated by Dan Beard, are of the sort that bring untold joy to the youngster of an inventive and creative type of mind. They are admirable in that they teach him to do something, while at the same time they amuse him.

Growth of the Toy Industry

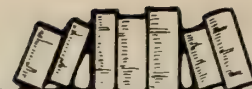
OVER a year ago one of the first toy factories in Canada was established by some members of the Toronto Trades and Labor Council for the benefit of the unemployed. With the elimination of the German toys, the serious unemployment among skilled workers, Joseph Marks and some of his colleagues opened a toy factory in the city's building on Eastern Avenue with the hope that the capital required would be provided by labor men and that all profits would be paid out in wages.

The demand for the "Toys made by Toronto's unemployed" has been so great that the funds supplied by the labor men are found to be quite inadequate, and it is now proposed to extend the finances and the output of the plant by asking the co-operation of the City Council and public-spirited men of the city. Unlike many proposals that are put to the citizens asking for funds, the Industrial Toy Association has proved itself to be a commercial as well as a philanthropic undertaking. This is evidenced by the fact that Mr. Marks has had an offer from one individual to buy out the business and run it as a commercial undertaking entirely. This was refused, as the promoters of the scheme have no desire to change its fundamental character, and intend to run it as formerly, to give work to the unemployed.

The Industrial Banner announces that an entire reorganization of the Trades Industrial Toy Association is now under way, and representatives from the Labor Educational Association and other public and civic institutions will have a place on its board of directors. A large number of Canada's disabled soldiers will be provided with jobs, and patriotic and other toys will be immediately placed on the market. This will be a fitting start of the publicity campaign on unemployment, and it will be one of the means taken to benefit a large number who have made sacrifices on behalf of the Empire. The co-operation of the public can confidently be assured, and there is no reason why the factory, now equipped with machinery and power, should not develop into one of the greatest industries in its line in Canada.



Books



One of the Month's Best Selling Books

A Review of "The Money Master," Sir Gilbert Parker's Latest Novel

By Findlay I. Weaver

SIR GILBERT PARKER made no mistake in going back to his old stamping ground, French-Canada, for the setting of his latest novel and "The Money Master," while perhaps adding no lustre to the fame he gained by his early novels, following his discovery of this new field of fiction, certainly does not detract from it.

The natural effect of the title chosen for this novel is to bring to mind the type of man represented by the hero of another story of the same name, or of "the lion" in "The Lion and the Mouse," but this "money master" is

an altogether different type of man; so much so, in fact, as to make the title a misnomer, for, as it turns out, "Jean Jacques Barbille" was a money master only in his own imagination, while in reality as a financier and man of affairs he was a colossal failure.

In the hey-day of his youth he was indeed a big figure in his part of the country, with vast interests for one whose identity was linked up with a small town, but he was impractical, visionary and too trustful. So, at the outset, it may be stated here that this is not a tale of the "captain of industry"

type, and the interest which the hero has for the reader is not based on the materialistic admiration for the great achievements of a Morgan, or a Rockefeller, but upon love for the good there is in the man, delight in his naive characteristics and compassion for his multitudinous misfortunes in both business and family affairs.

In the early portions of the book the reader is captivated by Jean Jacques Barbille in a manner such as that which gives so strong an appeal to characters like Locke's "Pujol."

The book is divided into five epochs,



HE ADMIRER, YET HE WISHED TO BE ADMIRER; HE SIMPLY WANTED PEOPLE TO SAY, "HERE COMES JEAN JACQUES BARBILLE"

and the first of these has to do with the hero's grand tour of France.

Jean Jacques Barbille is inclined to pose as a philosopher; in fact, considers himself such. This conviction gives rise to some amusing and some disastrous incidents in his career, but, nevertheless, that quality of mind has much to do with making his evening of life a peaceful one.

In that early visit to Paris and to Normandy, where his ancestors had come from, Jean Jacques is inclined to resent the indifference of the populace. Paris bewilders him. He had no idea that life could be so overbearing. "He admired and wished to be admired; he simply wanted people to say: 'Here comes Jean Jacques Barbille.'". In Normandy his self-appreciation rises again when he reads on tombstones and in baptismal records of other Jean Jacques Barbilles, who had come and gone generations before.

"This pleasure is dashed, however, by the somewhat quizzical attitude of the natives of his ancestral parish, who walk about inspecting him, as though he were a zoological specimen, and who criticize his accent—he who had been at Laval for one whole term, and who had had special instruction before that time from the old Curé and a Jesuit brother; and who had been the friend of musicians and philosophers!"

Though this experience is somewhat of a test for his kindly self-assurance, he finds tranquility in the contemplation of a little book called "Mediations in Philosophy," which he had purchased on the quay at Quebec before sailing.

While his experience is discomfiting in Paris, Nantes, Rouen and Havre, there is true enjoyment for him when he goes to St. Jean Pied de Port; an ancestor, a grandmother of his, had come from the Basque country. There at last he finds an audience and he becomes a liberal host. So freely does he spend, that at last, when he embarked at Bordeaux for Quebec, he has only enough money left to see him through the remainder of his journey.

Fate decrees a meeting on that boat that is destined to shape momentous experiences in the subsequent life of Jean Jacques Barbille.

There are among the passengers a Spaniard, a political renegade fleeing from Spain, with his beautiful daughter Carmen Dolores. They are smooth of tongue and able to convince Jean Jacques that they are martyrs to the cause of Don Carlos. Carmen sets siege to the heart of Jean Jacques. The ship is wrecked off the Gaspé coast and in reversal of the usual order, the girl saves the life of the hero. Carmen becomes the wife of Jean Jacques, and her father Sebastian Dolores, a worthless sort, finds asylum in the home of Jean Jacques.

The climax of the second epoch of the tale is Carmen's desertion of her husband. She disappears to be seen no more in the parish.

This is the beginning of a long series of misfortunes. The third epoch sees the coming of the "man from outside," who carries away Zoe, the beloved daughter of Jean Jacques, against the father's will.

Then in the fourth epoch comes commercial ruin, which might have been averted but for the base perfidy of Sebastian Dolores. Jean Jacques Barbille, utterly ruined but still picturesque, and his kindly spirit uncrushed, leaves his native parish and scene of the prosperity of his earlier years, to seek out his daughter and to tell her of his for-giveness.

In Montreal, by chance he is led to the death-bed of Carmen, who only then

BOOKS OF WAR INTEREST

A book that studious people following the course of the war to a greater extent than merely observing the successive incidents of battle and diplomacy, letting them go in one ear and out of the other, so to speak, will be interested in as an October publication entitled "Germany's Violations of the Laws of War (1914-15)," translated by J. O. P. Bland, who contributes an introduction. This is a report prepared under the direction of the French Ministry for Foreign Affairs, and based chiefly upon the original German documents. It contains nothing that is irrelevant or of doubtful authenticity. It presents irrefutable documentary evidence that exposes in all its ruthless inhumanity the system of calculated terrorism by which Germany essays to hack its way through to the domination of Europe.

Arnold Bennett has expressed appreciation of two other authors in these words: "The latest histories I have read are those of Mr. John Buchan and Mr. Hilaire Belloc. Mr. Buchan's is good, Mr. Belloc's is more than good; it is—apart from a few failures in style, due either to fatigue or to the machinery of dictation—absolutely brilliant, both militarily and politically. I am inclined to rate the last dozen pages of Mr. Belloc's book as the finest piece of writing yet produced by the war."

Is the fact that Burton E. Stevenson's novel of the Belgian invasion, "Little Comrade," which is certainly lacking in enthusiasm for the Germans, is going into a Swedish edition and, at the same time, being run serially in one of the Copenhagen papers and announced to appear in Norway and Denmark, some slight indication that Scandinavian sympathies may be with the allies?

Was Guest of Grand Duke

Col. Robert McCormick's book, published late in September, entitled "With the Russian Army," is an authoritative work on the military side of the war. As guest of the Grand Duke Nicholas, Col. McCormick has had unique opportunities for observation. Not the least interesting chapters are those devoted to the great personalities of the war from first hand acquaintance.



"Toby," by Credo, is one of the latest books to be made into photo play. It will be soon be seen at moving picture theatres. Mr. Harris' latest novel, Sunlight Patch, which is also a story of Kentucky, will be published early next month.

THE BEST SELLING BOOKS.

Canadian Summary—Fiction.

- | | |
|-----------------------------------------------------|-----|
| 1. Michael O'Halloran. Gene Stratton Porter | 112 |
| 2. The Money Master. Sir Gilbert Parker, Bart. | 88 |
| 3. A Far Country. Winston Churchill | 87 |
| 4. "K." Mary Roberts Rinehart | 64 |
| 5. Anne of the Island. L. M. Montgomery | 49 |
| 6. Eltham House. Mrs. Humphry Ward | 42 |

Non-Fiction.

- War Lords.
Juvenile.
Every Child Should Know Series.

BEST SELLERS IN U.S.

Fiction.

- | |
|--------------------------------------|
| 1. Michael O'Halloran. G. S. Porter. |
| 2. The Money Master. Parker. |
| 3. "K." Rinehart. |
| 4. Pollyanna Grows Up. E. H. Porter. |
| 5. The Story of Julie Page. Norris. |
| 6. Mr. Bingle. McCutcheon. |

comes to a full realization that she loves Jean Jacques.

The last epoch takes Jean Jacques on the long trail to Western Canada, but suffering and misfortune are still his portion. Zoe is dead before the father can reach her and her baby has been adopted by the wife of the man who found the mother frozen to death, the baby still living. It is destined that Jean Jacques shall not even have this child to sooth him in his remaining years, but eventually comes joy with the arrival of Virginie, the widow of Palasse Poucelle, she who had loved Jean Jacques all through his misfortunes and who in the end seeks him out in the far west.

Nothing has been said here of other characters who loom large in the story, notably the constant friend of Jean Jacques, M. Armand Fille, clerk of the court, and the venerable Judge Carcassan, who was not so wrapt up in material success to fail to see the true gold in "Jean Jacques, philosopher."

Editor's Note—This book comes out second in the list of best selling novels in Canada, but is the subject of this month's review because, the leader, "Michael O'Halloran," was reviewed last month.

Books and Writers Being Talked About

ELIZABETH GORDON has gained wide and favorable reputation for her books for young readers, notable among which is "The Butterfly Babies' Book." What she has done in this book is greatly enhanced by the clever work of the artist, "Penny" Ross. The verses are in simple form, easy to remember, designed to instruct the child in butterfly lore, such as the particular kinds of shrubs, flowers or trees near which each variety of butterfly is likely to be found. This book has eighty illustrations in color, by Mr. Ross, and the whole effect is such as to make it both pleasing and educative, not only to children, but to adults as well.

"Granddad Coconut's Party," another of her books, deals fancifully with nuts from all parts of the world, who come to Granddad Coconut's party. The verses manage to give each a characteristic touch, and the spirit of the book is ably accentuated in drawings by Frances Beem. Another of her amusingly original books is "Watermelon Pete," a luscious story, with apt illustrations by Clara Powers Wilson.

Elizabeth Gordon has a sympathetic understanding of the child-mind, as is amply evidenced in the Dolly and Molly series. "Dolly and Molly on Christmas Day" tells of how the girls spent Christmas Day, of the gifts they received, and of their beautiful Christmas tree. Too little acknowledgment is accorded writers of genuinely meritorious books for children. There are thousands of these books, good, bad, and indifferent. Perhaps it is because of the large proportion of the good variety that the writer's doing able work in this branch of literary work come in for such a comparatively small share of appreciation and encouragement on the part of reviewers.

A Personal Glimpse

Mrs. Gordon, on the occasion of a recent visit to Lewiston, Maine, was interviewed by a newspaper reporter, to whom she said:

By good rights Mrs. Gordon's personal history should come first; but she is adverse to speaking of herself, preferring to talk about her work.

"Do not feature me," she begged. "Just tell about my books."

But people who read her stories—and she has an appreciative audience among the grown-ups—are anxious to know something of the woman who writes so delightfully. So she was persuaded to

give a brief glimpse of her personal history.

"I was born up in Maine, in fact," laughed Mrs. Gordon, "way up in Maine, away from towns, of Scotch Canadian ancestry. I grew up in the woods and fields, hungrily devouring each little bit of knowledge that came my way, but having no higher source of education than the village school. Three months in summer and two in winter if we were lucky. I married very early and went to Minnesota, and was the widowed mother of two little girls at twenty. It wasn't hard to support them, it was fun. They were never like children to me, but like dear companions, and I have always had that attitude toward children. When people talk of not being able to understand children I cannot understand them.

"Children are just folks with the bloom and freshness still on. They have the sensitive natures which God gave to us all, but of which life robs some of us. I wish I knew whether it is with or without our knowledge and consent.

"After a good many years of work and study I suffered a nervous breakdown and walked in the shadow of the valley for some years. I thought I saw the end, and I was grieved because it seemed to me that I had not finished my work. I had done nothing to justify my existence, and I could see no way open for me to do anything helpful to children. I brooded over it all summer, finally confiding to my daughter that I was almost sure that I could never do anything more for the little ones of the world.

"Shortly after that, as I was walking by my beloved Lake Michigan in Chicago, I saw the dandelions, all gone to seed, waving in the wind, and this little verse came into my mind:

"Grandfather Dandelion had such pretty hair;

Along came a gust of wind and left his head quite bare.

"Immediately, I knew that my big idea had arrived, and I sat down by the lake and took pencil and pieces of paper from my handbag, to write on. I wrote several more stories of my flower children before I went back to the house. Mr. Volland immediately grasped my idea and invited Mr. Ross to illustrate the book. To his charming interpretation of the verses is due much of the success of the book. He has a wonderful future before him. 'Flower Children' was followed by 'Bird Children' and 'Mother Earth's Children.'"

Emma Darwin

ACENTURY of family letters, 1792-1896, are set forth in a book edited by Henrietta Lichfield, under the title of "Emma Darwin." It is interesting to observe here that since the appearance of this book Erasmus Darwin, a grandson of the great Charles Darwin, has been killed in action in the great war.

Curzon's Speeches

"Subjects of the Day" is the title of a book by Lord Curzon, Earl of Kedleston, being selections from his speeches, which is among the notable issues of the season.

Studies in Literature

Studies in Literature and History, by the late Right Honorable Sir Alfred Lyall, statesman and man of letters, are presented in a book brought out by a Toronto publishing house this season.

A book containing a collection of the poems of G. K. Chesterton was issued in October.

A new spiritualistic publication is a volume entitled, "War Letters of a Living Dead Man."

Interest in Russia

Russian novels are becoming plentiful. One New York publisher has published ten and a Boston house is publishing twelve novels by Russian writers.

Interior Decoration

Maud A. Sell and H. B. Sell have collaborated to good purpose in a book entitled, "Good Taste in House Furnishing," ably dealing with the question of interior decoration for the benefit of the lay reader.

With Old Writers

"A Quiet Corner in a Library," by Prof. Wm. Henry Hudson, is a compilation of essays by this famous American who now resides in London. In this volume Professor Hudson discusses in his own highly attractive way the writers, Tom Hood, George Lillo, and Samuel Richardson, and the author of "Sally in Our Alley."

A Grecian American

Belle Kanaris Maniates, author of "Amarilly of Clothes-Line Alley" and "David Dunne," is widely known in Michigan, her native state. She is a grandniece of Admiral Constantine Kanaris, whose great naval victory in 1847 was one of the most important in Greek history and inspired Victor Hugo's ode to that old sea fighter.

A Russian Novel

"Mimi's Marriage," a Russian novel, by V. Mikoulitch, of which an English translation has just been published, drew this comment from Tolstoy: "The author must be a man, as no woman would be so frank in writing about her own sex." It is perhaps one of the most intimate revelations of the heart of a frivolous woman ever written.

Gorki's Boyhood

In "My Childhood," by Maxim Gorki, translated from the Russian by G. M. Foakes, the Russian novelist tells the story of his life from his earliest memory to his seventeenth year, when his grandfather threw him out of the house, telling him to shift for himself.

Belgian Art in Exile

Belgian Art in Exile is a magnificent 120-page volume, which contains 32 color plates and a number of reproductions in black and white of paintings and sculpture by Belgian artists, while the text is made up of prose and poem selections by the most famous of the Belgian writers. This book is edited by the League of Belgian Artists in London, for the benefit of the Belgian Red Cross and for the Convalescent Home for Belgian Soldiers. This effort is under the distinguished patronage of her Royal Highness the Duchess of Vendome, and her Imperial and Royal Highness Princess Victor Napoleon. H. M. the Queen of the Belgians is the patroness of the Anglo-Belgian Committee, under whose direction Belgian relief work is carried on. Among the members are the Earl Curzon of Kedleston, and the Hon. Arthur Stanley, president of British Red Cross and St. John Ambulance.

A Philosophical Beggar

A fanciful story, relating the experiences of a beggar as he travels the country over in his tattered red cloak, playing his penny flute—in reality wonderful magical pipe—is "The Kingdom of the Winding Road," by Cornelia Meigs. He always knows the best thing to be done, and he comes to the aid of the hero when he is in the worst distress. In his own fashion he helps the bad and the good alike. The book is part fairy tale, part romance, part allegory, but always literature.

Beerholm Tree

Among the month's new books is a popular edition of Beerholm Tree's "Thoughts and Afterthoughts."

A. W. Marchmont

Another thrilling Marchmont story is this author's new novel, "A Tight Corner." It is a tale of chivalry and clean adventure interwoven with fascinating love interest in this writer's character-

istic style that has endeared him to an army of readers.

Amy Le Feuvre

An October book that will appeal especially to girls is Amy Le Feuvre's new story, "Joan's Handful," telling the story of an ordinary girl in a country village, full of charm and human interest.

Joseph Hocking

"The Dust of Life" is the title of Joseph Hocking's new novel, which discusses the question "Can a man literally obey Christ's command, 'Love your enemy'?" The author's answer to this question is given with his usual skill, and the story is one of absorbing interest.



HILAIRE BELLOC.

Noted author who is looked upon as an authority on military questions.

A New Annual

Cassell's Winter Annual is a new-comer this year. It comprises 320 pages of short stories, among the authors represented being W. J. Locke, H. G. Wells, Phillips Oppenheim, Arnold Bennett, and other well-known writers. There is a Christmas humor section of eight pages of drawings by Lawson Wood and other artists. This new annual is published at 35c in Canada.

A guide to model workshop practice is the appropriate designation to Henry Greenly's book, "Model Engineering," out this month. The author is an authority on steam models. In this book he illustrates and describes, practically, steam engine cylinders, slide valves, pistons, cranks, connecting rods, eccentrics and valve gears, and there are chapters on model boilers; their design, construction, power, fittings, accessories and methods of firing.

Bits From Books

"With many an American girl her definite purpose has ended with her diploma. Yet there is little excuse for the young woman idler in the modern world."—From "Woman and Home," by Orison Swett Marden.

Popular Jack London

A second edition on the day of its publication and a third before the end of the first week, is the record of Jack London's new novel, "The Star Rover." "If the story's the thing," as one sometimes hears, the chances are that this book will be exceedingly popular, for rarely has Mr. London had so absorbing a theme, one which gives his powerful imagination full play.

"Old Delabole"

What Eden Phillpotts has in many stories done for Devonshire he does for Cornwall in his new novel, "Old Delabole." Delabole is a slate mining town. Against it as a background Mr. Phillpotts tells a highly dramatic story. Briefly the problem which is presented is this: An elderly honorable man dies, leaving little more than a thousand pounds. Years before he had had from an uncle the sum of a thousand pounds. The uncle, rich when the money was paid, had long ago become poor and died. His widow believes that the transaction was a loan and not a gift. The man who received the money is not quite sure in his own mind, and at the very end refuses to take the responsibility of saying which he thinks it was, leaving it to the trustee to decide. Out of this as its motive, Mr. Phillpotts has built up a consistently interesting story, skillfully handled, intense, evenly balanced, and wisely and sanely worked out.

One of the incidents tells of the falling of the great cliff, which almost ruined the mines and the miners' livelihood. It has been said that this chapter is as fine a bit of description as exists in recent English literature. A critic of long experience, in referring to this, remarked that "no one living can do this kind of thing as well as Phillpotts, who not merely talks about scenery, but shows a deep feeling for the nature and, so to speak, character of the exact country described."

Altogether, "Old Delabole" is a restful, cheerful story, wise in its pictures of human nature, and certainly one of its author's best productions.

Memories of a Publisher

In "Memories of a Publisher," George Haven Putnam includes his views in regard to certain of the matters, more or less continuous, with which he has had personal relations during the past years, such as civil service reform, honest money, free trade, the right of the publishing trade to control its own regulations for the sale of books, the question of national defense, etc. There is also as an appendix the series of letters which he has during the past few months brought into print in the New

York Times on certain matters that have arisen in connection with the war.

The organization of a National Reading Circle for the United States Government is an interesting thing, and it is peculiarly interesting to know that in the thirty books of great fiction selected by them apparently the only ones by living authors are "Joseph Vance," by William DeMorgan, and "The Modern Instance," by W. D. Howells.

Briefs About New Books

Gerald Chittenden's "Anvil of Chance" is a wholesome New England story which will appeal especially to youths.

Among boys' books a title quite in evidence this year is "The Boy Scout's Year Book."

A novel of New York to-day is "God's Man," by George Bronson-Howard. Through the lives of three young men it essays to show up the social injustice of modern civilization.

"Eltham House," Mrs. Humphrey Ward's new novel, is in its second Canadian edition.

Quiller Couch, in "Nicky Nan, Reservist," gives a typical picture of Cornish village life.

Oppenheim's new novel, "The Way of These Women," has gone into its third Canadian edition.

Sidney McCaul has written a new novel entitled "The Stirrup Latch," which has just been brought out. This author will be remembered for his appealing story, "Truth Dexter." The new book is a tale of an old Southern home wherein there is a strange conflict between early Victorian and ultra-modern ideals.

Jeffery Farnol's new story, "Beltane, the Smith," a romance of the greenwood, is being accredited as his most notable achievement since "The Broad Highway."

A new story by Dorothy Canfield, "The Bent Twig," is announced for immediate publication. The publishers say that those who have been confidently expecting a really noteworthy novel from the promise of "The Squirrel Cage," and "Hillsboro People" will find their expectations fulfilled in "The Bent Twig."

The many readers of Jean Webster's "Dear Enemy" and "Daddy Long Legs" will be interested to hear of this popular authoress's marriage to a well-known and successful New York lawyer.

Colonel William C. Hunter, of the Frozen Dog Ranch, Idaho, the genial author of "Pep" was in Toronto in November, in the interests of a new book he is to bring out.

A rather unusual thing occurred recently in connection with James Lane Allen's "The Sword of Youth." A copy was forwarded to one of the soldiers in the trenches. After reading it he returned it to his home, saying, he wanted to find the book on his shelves when he got back. We hope that this soldier will return safely, and enjoy many such readable novels.

"The Crown of Life," a new novel by Gordon Arthur Smith. The Literary Editor of the New York Sun said he "Could not help liking it." The story is vividly contemporary and immediately interesting.

Big Brother Movement

Mr. and Mrs. Lewis Theiss appear as joint authors in a story entitled, "His



WILLIS GEORGE EMERSON.

Who gained new laurels with his Western novel, "The Treasurer of the Hidden Valley."

"Big Brother." Mr. and Mrs. Theiss have been students for years of a wonderful movement, and their picture of conditions in New York City, and of the helping hands that are being extended, will rival in interest the late Jacob Riis' stories of "How the Other Half Live." Mr. Coulter, head of the "Big Brother" organization, gives the book his unqualified approval and recommendation.

A Literary Discovery

The English publishers of Jeffery Farnol's works have discovered another literary treasure in the person of Walter Bamfylde, author of "The Uplanders," a first novel that gave great promise of splendid work in the future. Mr. Bamfylde's great new story, "Midsummer Magic," another romance of Gloucestershire, is one of the really big novels of the season. The story is thoroughly de-

lightful, and has the attributes of a West of England Hardy novel. A more extended review will appear next month.

Coleridge-Taylor

Devotees of music will be interested in a biography of Samuel Coleridge-Taylor, one of the most popular of British musicians. This book, published this month, is an intimate account by Berwick Sayers, of the romantic story of a poor colored boy, the son of a West African negro medical man and an Englishwoman. His sudden rise in the musical world was occasioned by the appearance of his Ballade in A minor and his Song of Hiawatha. He is the first musician of negro derivation to achieve classic rank.

Advice comes from Thomas Nelson & Son that the censor has forbidden the sale for the present of the following numbers of Nelson's Portfolio of War Pictures: 1, 2, 5, 11, 13, 19. This applies also to "Our Army and Navy," and "From Peace to War." 35c each. Nelson's assure Bookseller and Stationer that any unsold copies of these numbers remaining in the hands of the trade may be exchanged for equal quantities of other numbers. They should be sent freight paid to the publishers.



Henri Fabre's Books

More of the Great French Entomologist's Writings to be Translated into English—"The Bramble Bee," Now Ready

HENRI FABRE, the great French entomologist, died recently, aged 92. It is only recently that Fabre's books have come into prominence in Canada; his books have appealed to quite a wide circle of Canadian readers. They will welcome the latest of his books, "The Bramble Bee," which has recently been put out by a Toronto publishing house, and it is safe to say that Fabre's previous books will continue to appeal to a wider constituency in this country. In the hands of an "exact scientist," entomology is not a particularly enlivening subject, but as expounded by Fabre, it has become a fair-land of marvels. The history of science has no finer example of unwearied observations of the minute complexities involved in the lower forms of animals than that exemplified by Fabre. His books prove that he was an artist as well as a scientist. It is sincerely to be hoped that others of his books will be brought out in English translations and the publishers say this is to be done.

Books Received

The Heart of Philura, by Florence Morse Kingsley. Toronto: McClelland, Goodchild & Stewart. Cloth, \$1.30.

When Philura Rice, quaint and lovable heroine of "The Transfiguration of Miss Philura," married the Rev. Silas Pettibone, she should have been happy ever after. But she wasn't. There was one thing she hungered for with a deep, quiet heartache, which she hid even from her husband.

In the course of parish visiting with her husband she meets a family of newcomers, the Hills, and thereby makes some unusual acquaintances and is introduced to a mystery. And the mystery only deepens as the story progresses. Walter Hill, apparently at odds with his young wife, Sylvia, falls passionately in love, with Milly Orne, and declares that he wrongs no one in telling her of it.

Then comes a day when the unhappy Sylvia tells her story to little Mrs. Pettibone. The birth of a child at old Eggleston House; the sudden flight of the mother; and Philura's sweet gain because of another's bitter loss, brings one near the unexpected close of the story—when everything turns out happily for everybody, and all because of the little candle of love and trust shining steadfastly in one of life's dark places.

The Obsession of Victoria Gracen, by Grace Livingstone Lutz. Toronto: McClelland, Goodchild & Stewart. Cloth, \$1.25.

Dealing with this book, Olive Matthews, superintendent of the Intermediate Department of the Tennessee Christian Endeavor Union, wrote as follows in a letter to the author: "You have made Miss Gracen do in the story just what I have always wanted to do for my boys, but have not been able for lack of time. . . . I hope that your beautiful story will soon be in book form. I have enjoyed all your lovely stories, but naturally this one will ever be my favorite, because, I too, am 'obsessed by boys' to the extent that I have twenty-five or thirty in my Intermediate Society who are devoted to me and to the little organization, and the 'grown-ups' seem to think that it is very remarkable, and say, 'How in the world do you do it?' I frankly reply that I do not know. I simply love them and they know it."

The Testing of Janice Day, by Helen Beecher Long. Toronto: McClelland, Goodchild & Stewart. Cloth \$1.25.

This book presents a delightful picture of typical New England life and charac-

ter. Janice Day, by her contagious example, awakens the slow village of Polk-town to wonderful possibilities. Her father presents her with the first automobile in the village, affording thereby great pleasure and at times thrilling assistance to both friends and enemies. A young civil engineer, teaching her to drive the car, causes jealousy on the part of the schoolmaster, with whom Janice is in love. The church elder has Janice arrested for speeding in her "devil wagon," as he terms it. She is commended and the elder strongly reprimanded, as her action dramatically saves a life. Janice saves the elder's fortune in a situation compelling him to ride in her car. The incident entirely changes his grasping nature. Many humorous occurrences result from the introduction of the new fashions and dance craze. The misunderstandings throughout are a severe test of the lovable character of Janice, but a final episode restores complete happiness.

The Complete Club Book for Women, by Caroline French Benton. Boston: The Page Co. Cloth, \$1.25.

Generally speaking, this new volume is for further advanced club women, and provides a larger range of subjects to select from for any given topic. Programmes and suggestions are given that even the most progressive clubs will find helpful and which, if followed, will prove a liberal education in themselves. A set of parliamentary rules for the conduct of club meetings and committee meetings is included.

The Red Cap's Annual. London: Charles H. Kelly. Boards, 3s.

A creditable juvenile gift book with many illustrations in color.

Sonny Bunny Rabbit and His Friends, by Grace MacGowan Cooke. Toronto: McClelland, Goodchild & Stewart. Cloth, \$1.25.

A handsome juvenile book, with full-page illustrations, by Culmer Barnes, reproduced in color. Tales told of birds, beats and of plantation life on the old Mississippi to the Randolph children by their "mammy;" Aunt Jinsey; 'Meriky, the nursemaid; Uncle Bergen, and other picturesque plantation figures.

The Inevitable War. Francis DeLaisi. Boston: Small, Maynard & Co. Cloth.

A refutation of the assertion that France entered the war from a lust for revenge is here given with entirely different and conclusively convincing explanations as to why France is spilling her life's blood on the battlefield. This book was written before the great war started, and its author, with almost prophetic vision saw European events shaping themselves to an inevitable crisis. Reference is made in the foreword to

the now historic assertion by Kitchener that the frontier of English interests in Europe was not the channel, but the Meuse in Belgium.

The Spell of the Southern Shores, by Caroline Atwater Mason. Boston: Page Co. Cloth; holiday gift edition, boxed, \$2.50.

Now that Italy has entered the European conflict, Mrs. Mason's charming book—the story of a leisurely journey from the Ligurian Riviera, through Sicily, and ending at Venice—will be read with more than usual interest.

War and Christianity. Vladimir Solovyov. London: Constable. Cloth, 4s. 6d.

Three "conversations" dealing with the war from the Russian viewpoint, with an introduction by Stephen Graham.—The author of this book is referred to in Mr. Graham's preface as being Russia's greatest philosopher, flourishing in Russia in the same years that Nietzsche lived in Germany.

The Spell of Flanders, by Edward Neville Vose. Boston: Page Co. Cloth, edition, boxed, \$2.50.

Mr. Vose has succeeded at a time when we are looking for a truly reflective work in giving us a narrative in which the long romance of Flemish history is woven into the colorful tapestry of her splendid interpretative art.

What May I Hope? By George Trumbull Ladd, LL.D. New York: Longmans, Green & Co. Cloth, \$1.50 net.

The fourth and last of a series of books dealing with problems of practical philosophy. This is "an enquiry into the sources and reasonableness of human hopes, especially social and religious."

While admitting that psychological science encounters especial obstacles in the task, the author gives an exhaustive analysis of the nature and sources of hoping, and proceeds to consider the limitations, assurance, and practical uses of hope.

Woman and Home. Orison Swett Marden. New York: Crowell. \$1.25.

Deals with the new woman; why women want to vote; the girl and her education; the future of our daughters; the parasite girl and the question shall wives be independent?

The Last Ditch, by J. R. Elderdice. Chicago: Rand McNally & Co. Cloth, \$1.

Carvel Hildreth, the hero of this story, leaves college under a cloud, but redeems himself by hard work on the Panama Canal, and ultimately returns to Ballard, where he immediately regains his leadership. It is a fine, spirited story.

The Research Magnificent. H. G. Wells. Toronto: Macmillan. Cloth, \$1.50.

"The Research Magnificent" is, in essence, the story of a man who sets out to live the "noble" life. His adventures—his love for a free and beautiful woman and his wanderings through India, Africa, Russia and the war-ridden Balkans—make a new type of novel: "a book with the whole world for background."

If Any Man Sin. H. A. Cody. Toronto: Briggs. Cloth, \$1.25.

Outcast for his sin from his church, outcast from his career and his love, the Rev. Martin Rutland buried himself in the big woods of the great North-west, and determined never again to see civilized man nor any hint of the church.

He fought with tough men; he carried at the portage; he camped among Indians and grew as hardy as they.

But the long-suffering kindness of the church and of human love reached out for him, in a manner curious and dramatic, and changed his life in a way which makes a fascinating story.

Dick Devereux. David Todd Gilliam. Cincinnati: Stewart & Kidd Co. Cloth, \$1.35.

A splendid romance of Civil War times, showing the effect of dual personality under the influence of a master passion. The reader is instantly captivated with the love affair of the hero and a beautiful maid of the Greenbrier, the heroine. Central Ohio and the mountains of Virginia form a background well fitted for the setting of this unusual story.

Pirates of the Skies, by Stephen Gaillard. Chicago: Rand McNally Co. Cloth, \$1.25.

To amass a fund for the financing of a "Cause," a cultured foreign exile becomes the leader of a band of "sky pirates." In seemingly invincible aerial craft they are the terror of the United States. Attacks are made upon cities rich in loot; fair maidens are kidnapped. A newspaper owner secures the services of a famous aviator and an intrepid reporter to trace the pirates to their stronghold and there do battle with them. It is around the adventures of these two men, and around their love affairs—which certainly don't run smoothly—that the story is woven.

The author succeeds in no less degree than did Jules Verne in making the impossible seem possible. "The Pirates of the Sky" will hold a reader spell-bound from first to last chapter.

Jacob, a Lad of Nazareth, by Mabel G. Shine. Chicago: Rand McNally & Co. Cloth, \$1.

The life of Christ is here given in a most attractive form, and the beauty of His character is clearly revealed. Being told from the standpoint of the play-

mates of Jesus, the story will appeal to both old and young. Both the childhood and manhood of the Savior are portrayed, but the author has refrained from picturing the agonies of the Crucifixion and the tragic events which preceded it.

Democracy and the Nations. A Canadian view, by J. A. Macdonald. Toronto: S. B. Gundy. Cloth, \$1.50.

This paragraph is an index to the nature of this book: "four thousand miles of river, lake, prairie and mountain, where nation meets nation, where flag salutes flag, but never a fortress, never a battleship, never a sentry on guard. That is North America's supreme achievement! That is North America's world idea!"

Its luminous chapters have all the passion of the real orator, all the poise of the disciplined writer, and all the courage of the man of prophetic vision.



"LEST WE FORGET"

"The Society of the Lusitania," recently organized in the United States, have issued a "credo," poster stamp and

MAIL TO SOLDIERS

The Government has sent out the following notice as to the correct course to adopt in addressing of letters to soldiers at the front, with the request that it be given as wide publicity as possible. Customers in book stores would appreciate having this brought to their attention:

In order to facilitate the handling of mail at the front and to insure prompt delivery, it is requested that all mail be addressed as follows:

- (a) Regimental number
- (b) Rank
- (c) Name
- (d) Squadron, Battery or Company
- (e) Battalion, Regiment (or other unit), staff appointment or department
- (f) Canadian Contingent.....
- (g) British Expeditionary Force.....
- (h) Army Post Office, London, England

Unnecessary mention of higher formations, such as brigades, divisions, is strictly forbidden, and causes delay.



A window display of books admirably adaptable for any particular series of books. This illustration is presented through the courtesy of Grossett & Dunlop.

button, all designed to act with the silent protest of the organization against the methods adopted by the Germans in the war and to keep the world from forgetting the crime of the sinking of the Lusitania, whereby over one thousand souls were murdered. Credo, stamp and button are designed to retail for twenty-five cents, and the proceeds are to go to the Red Cross and Belgian relief funds.

War and Religion

Religious difficulties arising out of present world conditions are ably dealt with by members of the Churchmen's Union and others in a series of essays published under the title of "Christian Ideals in War Time."

A volume entitled "Sermons in War Time," by Rev. Hensley Henson, Dean of Dunham, is shortly to appear.

Nellie McClung Scores Big Success

Lectures in Eastern Canada Have Proved Great Soul-Awakeners—Her New Book Breaks First Edition Record for Non-Fiction in Canada.

NELLIE L. McCLUNG has captured Eastern Canada since the appearance of the October issue of this paper. Her lecture tour in the East has been a triumphant one, and incidentally the demand for her new book increased so that the figures in connection with the first edition of "In Times Like These," soared, as did the enthusiasm of her publishers. In short, the first edition of 10,000 copies made the record for non-fiction in Canada.

Nellie McClung is out for a fair deal for everyone, "even for women!"

The liquor traffic, white slavery, luxury, the question of votes for women and the waste of warfare, are some of the subjects which she deals with in a fearless and breezy Western style, making her lectures veritable sensations, and the same subject matter characterizing these lectures is set forth in her new book, which, by the way, is always entertaining, chatty in style, with many a bit of wholesome philosophy and kindly humor, and which is full of vitality born of profound conviction.

Here is a typical McClung epigram: "Even yet new ideas blow across some people's souls like a cold draught, and they naturally get up and shut the door! They have even been known to slam it!"

Toronto and Niagara in 1837—rebellion time—figure conspicuously in a remarkable book just out entitled, "Anna Jameson, Letters and Friendships, 1812-1860." Anna Jameson had a remarkable capacity for making friendships among notable men and women of her time, which makes this book one of unusual importance.

In G. B. Burgin's new novel, "A Game of Hearts," the scene is mainly laid in the heart of the Canadian bush. The scent of the pines and cedars, the murmur of running waters, the green hills of the giant Laurentians, pervade every page of a romance written in Mr. Burgin's happiest vein.

Professor Stephen Leacock, of Montreal, and Miss A. H. Fish, artist, have collaborated in two unusual and inexpensive holiday books, *The Marionettes' Calendar* and *The Marionettes' Engagement Book*. Each sheet of the calendar contains the month, a pantomimic sketch by Miss Fish, and a humorous verse by Mr. Leacock.

Norman Duncan has written a new story down for early publication, entitled "Australian By-ways."

A book which should be of mutual benefit to the British capitalist looking for an investment, and to the Canadian interested in the development of his country, is to be found in "The Canadian Market," which has been issued by T. B. Browne, of London. It consists of eight chapters devoted to Canada's great trade centres. Canada as a producing and purchasing country, the Canadian press, miscellaneous commercial information, some hints for British firms and a final chapter under the suggestive title "To-day is Better Than Tomorrow." The book is thoroughly



NELLIE L. McCLUNG.

Author and lecturer much to the fore at present.

practical and the would-be British investor can profit by reading it.

The meritorious work of exploring Canada for the benefit of the British investor is one which is growing increasingly popular these days. The *Anglo-Canadian Year Book*, issued by William Stevens, of London, is by Keith Morris, who has already published several books along this line. This volume contains the familiar divisions on Census, Constitution, Colonization, Production, Commerce, Transportation, etc.

Algernon Blackwood, author of "The Extra Day," was at one time a resident of Canada, working on a farm. Later he edited a Methodist magazine; then he superintended a dairy, and subsequently he wandered penniless to New York, where he made a living by posing for Gibson.

F. W. Sullivan, author of "Children of Banishment," has written a new book entitled "Alloy of Gold," a Canadian tale in which the lumbering districts figure conspicuously.

Another Book Title Storiette

READERS will recall the editorial in last month's issue in which reference was made to the practice of keeping travelers waiting. No doubt every traveler on the road has had that experience. One day recently, while waiting in his sample room for a merchant to keep his appointment, W. A. Gardner, who is Cassel & Co.'s traveling representative for Ontario, improved "the shining hour" by composing the following skit introducing titles of books. In submitting it to Bookseller and Stationer, Mr. Gardner pointed out that it might be of service to booksellers in connection with their newspaper advertisements of 1915 books:

"The Golden Searecrow" of "Magpie House," who in "Reality" was fully imbued with the true "Spirit of the West," paused at "The White Gate" that was at the moment in "Full Swing."

"The Hope of the House" was in all "Sincerity" "A Child of Storm." In "Candlelight Days" of long ago his father had been the proud possessor of "A Woman's Love," who at that "Time o' Day" resided at "The House of Windows," and was known to all those who followed the "Open Trails" as "Rory of Willow Beach." His mother possessed "Two Eyes of Grey." The "Rose of Youth" on her cheeks, and as yet "The Dust of Life" had made no "Conquest" on this fair member of "The Great White Army" who follow in the wake of "Prairie Fires," who seek "The Yellow God" through the "Quicksands of Life" even to "The Mountains of the Moon."

"A Flame of Fire" was in his eye as he realized that in "Thirty Days" "A Shameful Inheritance" of "Molly's Husband" would place "Herself and her Boy" in "A Tight Corner" owing to "The Sins of Severac Bablon."

"The Story Behind the Verdict" was that "A Preacher of the Lord" named "Peter Piper" was introduced to "The Woman in the Bazaar," who was wearing "The Wanderer's Necklace," with "The Heart of Monica" as a pendant. This "Man at Lone Lake" was at "Cross Fires" with "Janey Canuck," and but for "The Wisdom of Father Brown" and "The Pride of Eve" would have been the (un) "Making of Rachel Rowe."

"What a Man Wills" often reflects "Corroding Gold" in "The Day of Judgment" and "Charity Corner" when "Love (is) in Fetters," as "The Haven of Desire" produces a real "King Behind the King" in a "Marriage by Conquest."

Monthly Record of New Books

PUBLISHED BY FIRMS ESTABLISHED IN CANADA.

WITH a view to saving valuable space and at the same time preserving the alphabetical arrangement of book titles so essential for ready reference, numbers are used to indicate the respective publishers' names. The following are the numbers used and the respective publishing firms to which they refer:

- 1.—William Briggs.
- 2.—Cassell & Co.
- 3.—The Copp, Clark Co.
- 4.—J. M. Dent & Sons.
- 5.—S. B. Gundy.
- 6.—Hodder & Stoughton.
- 7.—Thomas Langton.
- 8.—The Macmillan Co.
- 9.—McClelland, Goodechild & Stewart.
- 10.—McLeod & Allen.
- 11.—Mussion Book Co.
- 12.—Thos. Nelson & Sons.

Fiction

- Bent Twig, The.** By Dorothy Canfield. (3) Cloth \$1.35.
- Bride of the Plains, A.** By Baroness Orczy. (1) \$1.25.
- Captain the Cure.** By Margaret Baillie Saunders. (6) Cloth \$1.25.
- Caves of Shend, The.** By David Hennessy. (6) Cloth \$1.25.
- Courtship of Rosamond Fayre, The.** By Berta Ruck (Mrs. Oliver Onions). (1) \$1.25.
- Crevice, The.** By Wm. J. Burns and Isabel Ostrander. (10) \$1.35.
- Crown of Life, The.** By Gordon Arthur Smith. (3) Cloth \$1.35.
- Dear Enemy.** By Jean Webster. (3) Cloth \$1.25.
- Dragon's Teeth.** By the author of the Dop Doctor. (1) \$1.25.
- Emma McChesney & Co.** By Edna Ferber. (3) Cloth \$1.00.
- Flower of the Gorse.** By Louis Tracy. (10) \$1.25.
- Hal O' the Iron Sides.** By S. R. Crockett. (6) Cloth \$1.25.
- Heart's Content.** By Ralph Henry Barbour. (7) Cloth \$1.50 net.
- If Any Man Sin.** By H. A. Cody. (1) \$1.25.
- In Times Like These.** By Nellie L. McClung. (10) Net \$1.00.
- Joan's Handful.** By Amy Le Feuvre. (2) Cloth \$1.25.
- Kick In.** By Willard Mack. (10) \$1.25.
- Land of the Scarlet Leaf.** By Mrs. A. E. Taylor. (6) Cloth \$1.25.
- Little Miss Grouch.** By Samuel Hopkins Adams. (1) \$1.00.
- Little Shepherd of Bargain Row, The.** By Howard McK. Barnes. (2) Cloth \$1.25.
- Lost Prince, The.** By Frances Hodgson Burnett. (9) \$1.35.
- Magnetic North.** By Elizabeth Robins. (12) Cloth 20c.

- Making Money.** By Owen Johnson. (1) \$1.25.
- Man From Bitter Roots, The.** By Caroline Lockhart. (7) Cloth \$1.25.
- Man Heart, A.** By Elder M. Ingram. (7) Cloth \$1.25 net.
- Measure of a Man, The.** By Amelia E. Barr. (1) \$1.25.
- Mr. Bingle.** By George Barr McCutcheon. (1) \$1.25.
- Oakleyites, The.** By E. F. Benson. (6) Cloth \$1.25.
- Penelope's Postscripts.** By Kate Douglas Wiggin. (1) Net \$1.00.
- Prairie Wife, The.** By Arthur Stringer. (10) \$1.25.
- Real Man, The.** By Francis Lynde. (10) Net \$1.35.
- Research Magnificent, The.** By H. G. Wells. (8) Cloth \$1.50.
- Rose Colored Room.** By Maud Little. (4) Cloth \$1.25.
- Somewhere in France.** By Richard Harding Davis. (10) Net \$1.00.
- Star Rover, The.** By Jack London. (8) Cloth \$1.35.
- Story of Julia Page, The.** By Kathleen Norris. (1) \$1.35.
- These Twain.** By Arnold Bennett. (1) \$1.25.
- Under the Red Robe.** By Stanley Weyman. (12) Cloth 20c.
- Up the Road With Sally.** By Frances R. Sherrett. (1) \$1.25.
- When My Ship Comes In.** By Gouverneur Morris. (10) Net, \$1.25.
- Wild Goose Chase, The.** By Edwin Balmer. (3) Cloth \$1.25.
- Yellow Dove, The.** By George Gibbs. (10) \$1.35.

Non-Fiction

- Boy Mechanic, The.** Vol. 2. (3) Cloth \$1.50.
- Cartoons of the War.** By Broadman Robinson. (4) \$1.00.
- Chant of Love for England, and Other Poems.** By Helen Gray Cone. Poetry. (4) Cloth \$1.00.
- Child, The.** By Henry Drummond. Revised and Enlarged. (4) Cloth 75c.
- Children's Book of Birds, The.** By Olive Thorn Miller. (3) Cloth \$2.00.
- Children's Story of the War No. 9.** By Sir Edward Parrott. History. (12) Paper 8c.
- Child's Own.** (4) 25c.
- Constantinople.** By H. C. Dwight. (3) Cloth \$5.00.
- Elements of Style.** (An Introduction to Literary Criticism). By David Watson Rannie. Educational. (4) \$1.35.
- Escape and Other Essays.** By A. C. Benson. (3) Cloth, \$1.50.
- Experimental Physics.** (A Text Book of Mechanics. Heat, Sound and Light. With 235 Text Figures). By Harold A. Wilson. (4) \$3.00.

- Flowers of Youth.** By Katharine Tynan. (Poems in War-time). (4) Cloth \$1.
- Germania Contra Mundum.** By Earl of Cromer. (8) 10c.
- Guide to the English Language, A.** By H. C. O'Neill. (3) Cloth \$1.50.
- Hans Brinker or the Silver Skates.** By Mary Mapes Dodge. (3) Cloth \$2.00.
- History of the War. Vol. 7.** By John Buchan. History. (12) Cloth 35c.
- Hosts of the Air, The.** By Jos. A. Altsheler. (3) Cloth \$1.25.
- Hudson Bay Road.** By A. H. De Tremaudan. History. (4) \$2.25.
- India and the War.** By Lord Sydenham. (6) Cloth \$1.00.
- In Pastures Green.** By Peter McArthur Agriculture. (4) \$1.50.
- Journal of Impressions in Belgium, A.** By May Sinclair. (8) \$1.50.
- Letters to Girls.** By Arthur Mees. (6) Cloth 35c.
- Life of Robert Louis Stevenson.** By Jacqueline Overton. (3) Cloth, \$1.00.
- Mighty and the Lowly, The.** By Katrina Trask. (8) \$1.00.
- Neutrality of U.S. in Relation to British and German Empires.** By J. S. Nieholson. (8) 15c.
- On the Side of the Angels.** By Harold Begbie. (6) Paper 35c.
- On the Trail.** By Lina Beard and Adelia B. Beard. (3) Cloth \$1.25.
- Outdoor Sketching.** By F. Hopkinson Smith. (3) Cloth \$1.00.
- Poems of To-day.** An Anthology. (4) 60 cents.
- Royal Marriage Market of Europe, The.** By Princess Radziwill. Recollections. (2) Cloth, net \$2.25.
- Salute From the Fleet, A.** By Alfred Noves. (3) Cloth \$1.50.
- Schools of To-morrow.** By John and Evelyn Dewey. Educational. (4) \$1.50.
- Spindrift: Salt From the Ocean of English Prose.** Edited by Geoffrey Callender. (4) 90c.
- Swords and Ploughshares.** Drinkwater. Poetry. (4) 75c.
- Theism and Humanism.** By Rt. Hon. Arthur James Balfour. (6) Cloth \$1.75.
- Thoughts and After-Thoughts.** By Sir H. Beerholm Tree. Essays. (2) Cloth, net 35c.
- Through Terror to Triumph.** By David Lloyd George. (6) Paper 35c.
- War of All Ages.** By Evelyn Short. (4) Cloth \$1.00.
- Well-Considered Garden, The.** By Mrs. Francis King. (3) Cloth \$2.00.
- With the Russian Army.** By Col. R. R. McCormick. (8) \$2.00.
- Writing an Advertisement.** By S. Roland Hall. (3) Cloth \$1.00.
- Young Canada.** (4) \$1.00.

WELDON ROBERTS RUBBER ERASERS

The Weldon Roberts Erasers satisfy the most critical.

Without smear or mar, they are most effective for all erasing work—for Typewriter, Clerk, Accountant, Student, Artist, Draughtsman—on books, tracing cloth or the finest paper, as well as on the cheapest desk pad.

ERASERS IN ALL STYLES FOR ALL PURPOSES.

The name
WELDON ROBERTS
on Rubber Erasers
is the MARK and the GUARANTEE
of the finest quality

WELDON ROBERTS RUBBER CO. OFFICE & WORKS NEWARK, N.J. U.S.A.



Mr. Premium User:

CHRISTMAS WILL SOON BE HERE. Further delay may mean a big loss to you. Every boy and girl will want this very fine and attractive 'SCHOLARS' COMPANION, so, why not offer it, or one of our many other Fancy Boxes and Desk Sets, as a PREMIUM to them or their "GROWN-UPS" in return for their co-operation?

Write us RIGHT NOW for illustrated catalogue, samples and prices. We will furnish electrotypes for advertising and circularizing to responsible parties FREE.

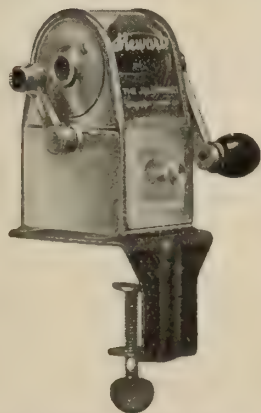
Scholars' Companions, Fancy Boxes and Desk Sets that retail at from 15c to \$2.50 each



No. 932

EAGLE PENCIL CO.

377 Broadway, NEW YORK



A GIFT FOR THE OFFICE MAN

Friend Dealer, here's a tip: You know the difficulty many people have in selecting a gift for a man. If the man is a business man he will appreciate receiving a

STEWART PENCIL SHARPENER

For the balance of 1915 we will give the trade a special discount of 40%, in lots of one dozen or more.

The Stewart Junior sells for \$3.00, and the No. 2 machine for \$5.00 (a popular price for a gift for an office man). It is equipped with an extra set of sharpeners, giving the purchaser virtually two machines for the price of one. Thoroughly durable, handsomely nickelled and an article, the use of which will give its owner pleasure throughout the year. Wise dealers will cash in on this suggestion.

A. R. MacDOUGALL & CO., LIMITED, Canadian Representatives
266 KING ST. WEST, TORONTO, ONT.

Good Business in Montreal

Interesting Comparison of Books Selected for Sending to the Front and Titles Which Soldiers Themselves Select

MONTREAL, Nov. 1.—Now is the time when parents and friends are filling stockings to send to the boys in the trenches. It is interesting to note what they are buying from the bookstores for this purpose. One would naturally suppose that many mothers would send them small Bibles or testaments, but this is unnecessary, as every soldier in the trenches is supposed to have one.

Quite a demand has been created for books of small size, and suitable stationery for this purpose. Several book firms in Montreal have received orders for several hundreds of small extracts, such as Kipling, and other authors likely to appeal to soldiers. Literature in small form, of every kind, is being bought for this purpose. Curiously enough, there has been quite a demand for books of jokes and riddles. What better literature could be sent to men who are bored to death? One lady purchased ten copies of Mutt and Jeff for her soldier friends on the battle line.

Quite different is the type of literature being purchased by the soldiers themselves who are just about to leave for the other side. It must be remembered that the size of their kits does not allow them to carry large volumes, therefore, here again the demand is for literature in condensed form. Instead of carrying away riddle books and works of a comic nature, the departing soldiers are buying works like Palgrave's "Golden Treasury," and miniature copies of Tennyson, Shakespeare's plays, Emerson, etc.

A new line came on to the market during the last month in the shape of a "soldier's diary." It is a very neat idea, and it is a wonder that nobody ever thought of it before. It is being carried by others than booksellers; in fact, by everybody who has anything in the nature of gifts for soldiers. A feature of this diary is that it is put up ready to mail, which is a sensible idea, being carried out by makers of playing cards as well.

With the return of several regiments from Valcartier to take up residence in the city for the winter, and the recruiting of several new regiments, the demand is being felt again for military books. It is significant that a number of Montreal booksellers have recently imported a number of books on tactics, etc., for the use of officers, which have enjoyed a very large sale.

Naturally, two of the best selling books in Montreal just now are two works by local authors. These are "A Soul on Fire," by Mrs. Fenwick Williams, and "Moonbeams from the Larger Lunaey," by Stephen Leacock. The former of these is very cleverly written in parts, but the fact that it is the work of a local author helps the sale quite a bit.

Outside of these two books with the local touch, the best sellers of the past month include "The Research Magnificent," by H. G. Wells, and "Eltham House," by Mrs. Humphry Ward. "The Money Master," by Sir Gilbert Parker, runs these two pretty close. A recent arrival is a novel from the pen of Compton Mackenzie, author of "Carnival" and "The Passionate Elopement," and a number of other excellent works. One bears the name of "Plashers Mead," being a work of an idyllic type, and promises to be a good seller. "The Free-lands," by Galsworthy, is keeping up well.

As for new war books, there are several of a lighter nature which are making money for dealers who carry them. These are "A Woman's Diary of the War," by S. Maenaughton, which is perhaps the best seller of the lighter stuff, and "Aunt Sarah and the War," of which the English and American editions have sold out in several stores. Owen Seaman's poems, "War-Time," are very popular just now.

As for the heavier type of war book, perhaps the biggest seller at the moment is "The Pentecost of Calamity" by Owen Wister, which, to put it plainly, is a work showing what blessings come out of calamities. "J'Accuse," by a German, has sold to the extent of fifty volumes in one store. Perhaps war books of the heavier type preponderate. They include "The Soul of the War," by Philip Gibbs, special correspondent of the London Daily Chronicle. War books of a descriptive nature are in better demand probably than any other kind of war book, including works like Hilaire Belloc's "History of the War," and Buchan's "History of the War," which is having a wonderful sale. The seventh volume deals with the battle of Ypres.

Dealers claim that business is much better than it was a year ago. There is an improvement all round.

THE BUSY B'S

From "Punch."

Buchan and Belloc are wonderful men, Equally nimble with brain and with pen, Swiftly eclipsing their college compeers, Destined for fame from the earliest years.

Buchan at Oxford—I quote from Who's Who—

Mopped up the Stanhope and Newdigate too;

Published three books, shone at Union debates,

Romped through his schools, with a First Class in Greats.

Owing allegiance awhile to the law, Wider horizons in action he saw, Joining Lord Milner away at the Cape, Helping South Africa out of her scrape.

Hardly less wondrous achievements were those

Wrought by brave Belloc in life, verse and prose,

Writer of anti-Semitic lampoons, Pilgrim-apostle of all picaroons.

Member of Parliament, champion of beer;

Viewed by his party with feelings of fear;

Gunner of old in the army of France, Publicist, orator, mystic, free-lance.

So, when the war-cloud exploded in flame,

Even more bellicose Belloc became; While to his feat in appeasing the Dutch Buchan has added the new "Nelson" touch.

Each wrote war chronicles, vast and unique—

One came out monthly, and one once a week—

Each took to lecturing night after night, Filling their hearers with awe and delight.

Belloc excelled in the diagram dodge; Buchan in breezy avoidance of stodge; Multitudes hung on the lips of Hilaire; Buchan led off with E. Grey in the chair!

Buchan, whose brain works abnormally fast,

Gives us an output stupendously vast, Vying in manner with Napier and Poe, Stevenson, Archibald Forbes and Defoe.

Belloc finds time to complete or re-write Lingard by day and Macaulay by night. Serious staff officers sit at his feet; Wireless distributes his screeds to the Fleet.

Here then's a health to you, marvellous pair,

Prester John Buchan, volcanic Hilaire, Drinking the cup of life down to the lees,

Bang in the front of our busiest B's!

GET THE BEST! **BLOTTING PAPER**

MANUFACTURED BY

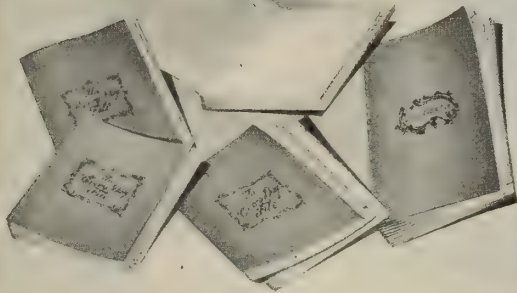
THE EATON-DIKEMAN COMPANY, Lee, Massachusetts, U.S.A.

THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

Magnet Columbian Lenox Arlington Wavelet Housatonic
Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER

Two of Globe-Wernicke's Best *—The Kind that Will Appeal to Your Best Customers*



Every Day, and Legal Blank Files are both substantial and attractive, possessing many superior points which will recommend them to the office man who knows.

Papers may be filed by names, or the lettered tabs serve as an index to the use of the various compartments, such uses being noted on the under inside front cover.

Style No. 1—Indexed alphabetically (20 leaves) \$5.75 per doz. Style No. 2—Indexed 1 to 31 for days of month, \$7.20 per doz.

33 1-3% off these prices to the trade.

Write to-day for complete catalog 9.

The Globe-Wernicke Co. Ltd.
 STRATFORD, ONT.



He is SO Happy Modelling with **MODELLIT**

Every book, toy store and school furnisher in the Dominion should sell

MODELLIT

The Most Cleanly Fictile Antiseptic and Odourless Modelling Medium on the Market

The children's favourite pastime

MODELLIT

will attract more customers to your store than any other modelling medium.

Made in Many Beautiful Colours and Put up in Various Sizes of Fancy Boxes 116 Blocks and Refills

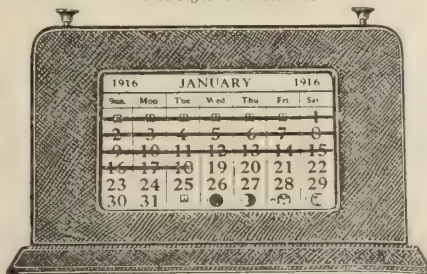
Write Us for Samples and Particulars **TO-DAY**
MODELLIT MFG. CO., 19 Brunswick St., Bristol, England
 Telegrams: "Modellit, Bristol," England

A Calendar Unlike All Others

THE PATENTED "UPTODATE" CALENDAR

Made in U.S.A. and patented in U.S. and Foreign Countries.

is the one only new thing in the world of calendars, Unique, Beautiful, More Practical than any other, and besides has a mysterious feature that fascinates. By turning the knob at the top of the case a bright red line is mechanically passed over and cancels past dates, but still shows the relation of the days past and to come to the indicated date. At the end of the month the red cancelling lines are mechanically returned ready for the new month, and changing the cards makes it a



perpetual calendar. The mechanism is simple and substantial; the possessor of an "Uptodate" Calendar cannot get along well without it any more so than without his telephone; it tells him the day and date of the month, as his timepiece does the hour and minute of the day. Made in two sizes, the larger 5 x 8½ in., the smaller 3½ x 6 inches. In Black Leatherette, Genuine Leather of many grades and shades, Solid Mahogany and Quartered Oak Polished Woods, and in Brushed Brass Cases, the latter in the small size only.

IDEAL SPECIALTIES MFG. CORP., 552 Pearl St., NEW YORK CITY, U.S.A.

New Goods Described and Illustrated

A fountain pen, known as the "Eagle Prince," has just been introduced by the Eagle Pencil Co., of New York. It is being made in three sizes, the smallest size being especially for ladies' use. This new fountain pen is of the safety screw patent type, and to help retailers a series of three show cases are available to accommodate either one, two, or three dozen pens.

Kildare in Pound Packages

Readers will recall the news item in this department recently chronicling the introduction of a new correspondence paper called Kildare Linen by Buntin, Gillies & Co. Another innovation is the appearance of this new paper put up in pound packages and packages of seventy-five envelopes. The wrapper is distinctive in appearance, of white stock, self-striped paper, embossed in gold and green. This new package is another evidence of the increasing demand there is for pound packages of notepaper retailing at a quarter.

Creditable New Penholder

A new penholder of the pneumatic grip type is another new item in the American Pencil Co.'s line. It is designed to help to eliminate "writers' cramps." It has been dubbed "A Big Brother" to this firm's other pneumatic penholders. In this holder the pneumatic rubber extends over half the length of the holder. The air cushions are produced by a patented process.

New Idea in Time Books

It is claimed for the new "Standard" Time Books, Marshall Method, which are being placed on the market by the Borum & Pease Co., Brooklyn, N.Y., that they will reduce time-keeping and payroll costs from 50 to 75 per cent., and do away with the necessity of having an expert time-keeper. With these books it is unnecessary to copy time sheets and payrolls. The time is entered but once, and the payroll becomes closed when the last entry is made in the book. Payroll padding is said to be impossible with this system. The book can be used for piece-work, contract work, or under any system. Any unit may be used and cost data are easily kept.

New Games

"Ludo" is the name of a new game put out by the Copp, Clark Co. this season. It is a game of skill known as English parcheesi. Another new game, introduced by this concern this season,

is "Ups and Downs," described as the funniest game on earth by an enthusiastic member of the firm's sales force.

Art Corners

"Art Corners" have just been introduced to the trade by the Brown Bros. This illustration shows how they are used. These corners are gummed, and the idea is to slip them over the corners of the pictures; then they are gummed



Illustrating the use of art corners.

and pasted on the album page. The corners may, of course, be used in other ways. For instance, the suggestion is offered that with a letter to a friend a fancy art corner be used to attach a snapshot to the upper left-hand corner of the letter, as this would prove a novel way of pleasing a friend.

Art Process Calendars

Newcomers in calendars introduced by the Pugh Specialty Co., specimens of which have been sent to Bookseller and Stationer, strike out along new lines. These calendars are reproduced by what is called "art process work," on felt and five different sizes are shown, with a variety of designs in each. In keeping with present conditions, the subjects are chiefly of a patriotic nature, coats-of-arms, the flag and the British bulldog being much in evidence. These new calendars embody originality that accounts for the popular hit they are making.

Crayons in Christmas Garb

An increased demand for coloring requisites having manifested itself of late for use by children, Binney & Smith, the New York crayon manufacturers have put out the "Crayola" kindergarten outfits and "Crayola" picture tracer. These are intended to be especially featured in the toy departments. Crayon outfits of the regular school variety have always had some attention for

Christmas trade, but these new outfits embody the desirable Christmas gift atmosphere.

New Propel Pencil

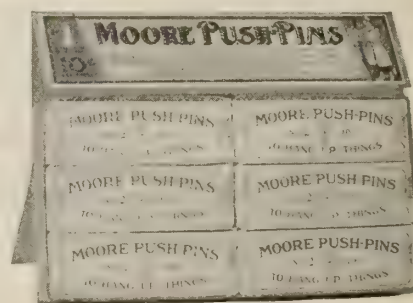
Among the new productions which will be welcomed by the trade is the new "merit" propel pencil introduced by the American Pencil Co., as a 10c retail item. It contains four extra leads in the back compartment. The lead is the same as in this firm's Velvet pencils. Extra refills are obtainable, six in a tube. The new pencils come one dozen on a display card.

Tissue Paper in Envelopes

To enable retailers to handle sales of tissue paper with greater despatch, the Copp, Clark Co. are putting up special envelopes containing five-cent quantities. Dealers will appreciate the time thus saved in obviating the necessity of counting out the sheets.

New Memo Book Display Case

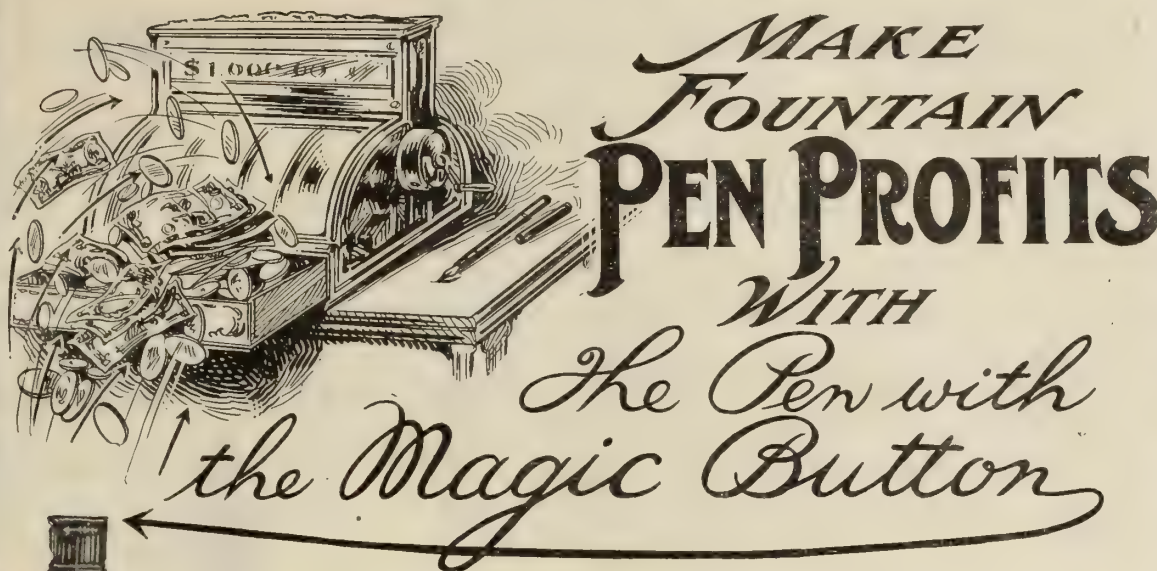
A new "silent salesman," which has just been introduced to the trade by the stationery department of the Copp, Clark Co., is a substantially made counter case to make it easy to display a full line of leather-covered memorandum books, arranged so that the customer can see at a glance what he requires. The case accommodates nineteen numbers and a total of fifty-four books, to retail at 15 cents to half a dollar each.



A Good Idea

A new counter display for Moore's Push Pins, as illustrated herewith, has just been introduced to the trade. The method of transforming this stock carton into an attractive display is simply to open the lid, bend back along the score line, insert the tab in the slot at the back placed for the purpose, and stand it up on the counter. The act of folding the lid back discloses an attractive label on the front suggesting some of the uses to which these items can be put.

AN EVER POPULAR HOLIDAY GIFT



The "A.A." self-filling feature is simple and attractive. That's one reason why this pen sells so easily and quickly. The "A. A." pen is an attractive holiday gift. The material and workmanship are absolutely guaranteed. The exquisite flexibility of the gold pen point is pleasing to customers.

We will furnish attractive display cases free. Each case contains an appropriate holiday assortment of self-fillers, lower-end joint, middle joint, and safety fountain pens.

Write to your local jobber or to us for prices, catalogue and trade discounts on this

PROFITABLE LINE

Arthur A. Waterman & Co.

Established 1895

22 Thames Street ∴ New York City

Not connected with the L. E. Waterman Company

DAINTY GIFTS FOR THE GIFT SHOP

Many retail at 25c and 35c each. Write for Catalog.

RUST CRAFT — PUBLISHERS - 60 India St., BOSTON, MASS.

The McKinley Edition of Ten-Cent Music

will always hold first place as an Edition of Standard, Classic and Teaching Music.

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the Teacher, Student and the Accomplished Musician.

It has proved itself, to thousands of dealers, to be the best foundation for a sheet music department.

Every copy of The McKinley Edition sold means a profit of over 200% to the dealer.

The McKinley Edition (Revised for our Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a "Trade Bringer" is the catalogues bearing the dealers' imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and Particulars to-day.

Also we want you to know our Jobbing Department is one of the largest and most complete in the country. We can take care of your wants for anything in Sheet Music.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House" in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET

Fine Inks and Adhesives

FOR THOSE WHO KNOW



Higgins'

Drawing Inks
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board Paste
Liquid Paste
Office Paste
Vegetable Glue, etc.

Are the finest and best Inks and Adhesives

These manufacturers have a unique standing among discriminating consumers, the ready-money kind who know what they want and are willing to pay for it. They are worth catering to.

CHAS. M. HIGGINS & CO., Mfrs.

Branches:
Chicago, London



271 Ninth St.
BROOKLYN, N.Y.



Made in America by
The Oldest Lead Pencil Factory in America

WHEN we announce that the "Van Dyke" Is the Best pencil we have produced, every stationer knows that it must be one of exceptional merit.

Fifty years of experience, coupled with the best efforts of our chemical laboratory in the conduct of varied and prolonged experiments to provide what is essential in a lead we would call "our best," have resulted in the "Van Dyke."

Absolute smoothness, an unvarying texture and a wear-resisting durability—elements so necessary in the ideal drawing lead, have been developed to an unusual extent, and the "Van Dyke" will more than satisfy the most critical of professional and technical users.

No. 600 "Van Dyke" is Hexagon Shape, Yellow Polish, with lead in the following degrees: 6B, 5B, 4B, 3B, 2B, B, HB, F, H, 2H, 3H, 4H, 5H, 6H, 7H. Quality and Accuracy of Degree of Lead Guaranteed.

We shall be glad to submit samples and interesting prices to the trade upon request.

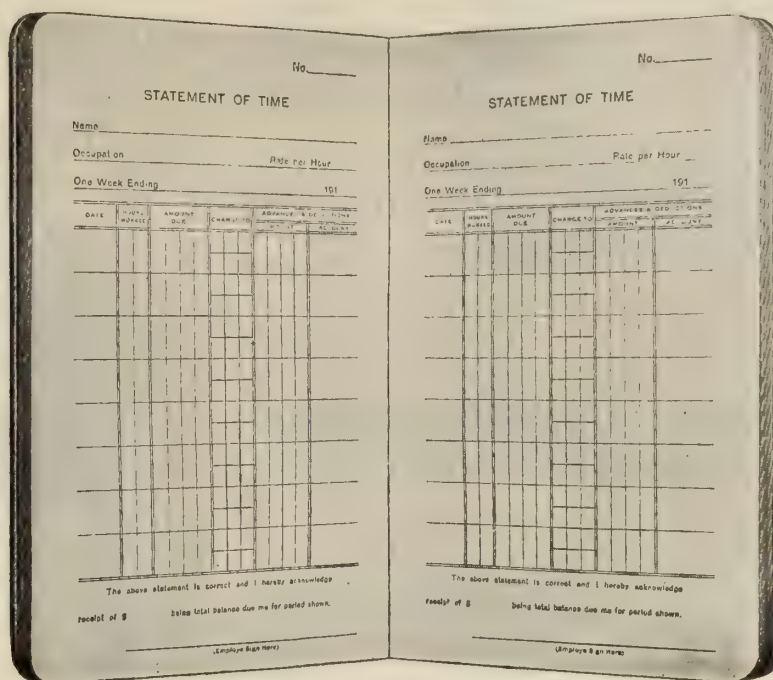
EBERHARD FABER

NEW YORK

"Standard" Time Books

Marshall Method

Copyright, 1914,
John W. Marshall
All Rights Reserved



With "Standard" Time Books time can be taken more rapidly than with ordinary time books, and the necessity of copying time sheets and pay rolls is eliminated.

Labor cost distribution is made each time the "time" is recorded, and can quickly be "taken off" each day or at the end of the period, as desired.

The use of "Standard" Time Books will reduce the time-keeping and pay-roll costs from 50% to 75%, and an experienced time-keeper is not essential to good results.

"Standard" Time Books are published in two bindings and thicknesses.

Both sizes are published in different forms covering periods of "One Week," "Fortnight and Half-Month" and "One Month." In the front of each book will be found illustrated directions for keeping time by the "Marshall Method," followed by a page containing "Schedule of Work." The last three pages in the book contain new and original "Wage Tables" for quickly finding earnings of employees at different rates.

Write for folder fully describing this unique method.

Boorum & Pease Co.

Makers of "STANDARD" BLANK BOOKS AND LOOSE LEAF DEVICES.

HOME OFFICES: Front Street and Hudson Avenue, BROOKLYN, N.Y.

FACTORIES: Brooklyn, N.Y. St. Louis, Mo.

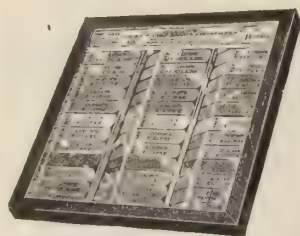
SALESROOMS:

109-111 Leonard St., New York. Republic Bldg., Chicago, Ill.

220 Devonshire St., Boston, Mass. 4000 Laclede Ave., St. Louis, Mo.

Canadian Representative: J. G. F. Ansley, 408 Lumsden Building, Toronto, Canada.

Stocks of our loose leaf lines are now carried by: Copp, Clark Co., Ltd., Toronto, Canada; McFarlane, Son & Hodgson, Ltd., Montreal, Canada.



Give Your Erasers a Chance to Sell Themselves

Don't coop them up in boxes upon shelves, just to keep them clean and fresh. It's unnecessary.

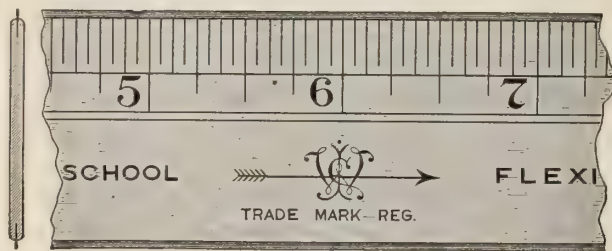
No dust or dirt will collect upon the contents of a

DIXON'S DUST-PROOF ERASER ASSORTMENT No. 1090

because the container is protected by a thin, transparent window-like cover. The contents are three dozen pencil, ink and combination erasers, in red, white, blue, grey, green colors. Container is 8¼ by 9¼ inches; fitted with easel back attachment, for counter display, as illustrated. Order this new eraser assortment or write for prices and information to the

Joseph Dixon Crucible Co.
JERSEY CITY, N.J.

J-78



Patented Dec. 7, 1909

*No. 777 1½ in. wide, and only 1-16 in. thick, 12 inches long. Very flexible, double brass edges, ready for use either side up. Sixteenth scale on one side, millimeter scale on the other. You are overlooking a good one if you do not carry our School Flexible.

WESTCOTT-JEWELL CO., SENECA FALLS, N.Y., U.S.A.
RULER MAKERS EXCLUSIVELY

Proving a Tremendous Selling Help

The new, illustrated booklet, "How to Place Your Pictures," is creating unusual sales for many dealers, and is free to you for the asking. The booklet points out the numerous uses of

MOORE PUSH-PINS

Glass Heads, Needle Points
MOORE PUSH-LESS HANGERS

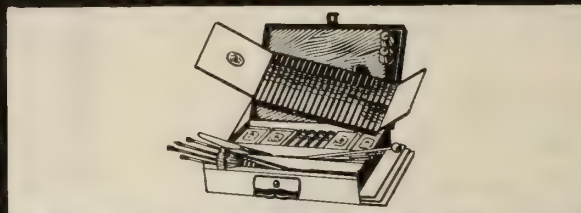
The Hanger with the Twist
Has Inclined tool-tempered steel nail

and suggests many ways of greatly increasing your sales of these everyday conveniences. Link up your store and efforts with our extensive advertising and write for prices and discounts to-day.

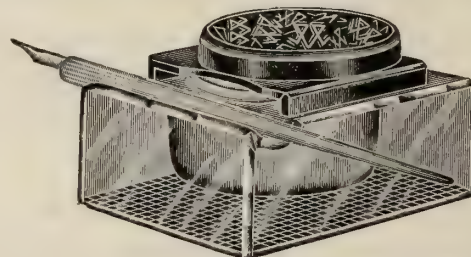
MOORE PUSH-PIN CO., 113 Berkley St., Philadelphia, Pa.



ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON CO
ESTD. 1842. MONTREAL.



Paragon Line of **INKSTANDS**, with Slide Covers, in great variety.

Manufactured by
Frank A. Weeks Mfg. Co., 93 John St., New York
Can also be had through any Canadian Jobber

HOLD THE LINE



(Registered)

Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

Supplied by all the leading wholesale houses in Toronto and Montreal.

London (Eng.)
Export Agency,
8 St. Bride St.,
LONDON, E.C.

TOY PROFIT

There is good profit in a line of Toys—besides, it attracts the family trade and that is the kind that pays.

Successful toymen keep posted on trade happenings, new articles, new ideas of salesmanship and window dressing, where to buy stock, etc.

"PLAYTHINGS"

each month has all the news of the toy trade. Subscription price ONE DOLLAR AND FIFTY CENTS a year postpaid.

Subscribe now and join those who are keeping up-to-date and in the swim.

A sample copy free if requested.

McCREADY PUBLISHING CO., 118 East 28th Street NEW YORK

Cico Makes Dealers Delighted



No. 724. 5-oz. Jar.

Because it is just the kind of a paste people have been looking for. It is always ready for instant use and always stays ready. Cico doesn't need water and never hardens or dries into lumps. It is a Carter Ink quality product that sticks strongly.

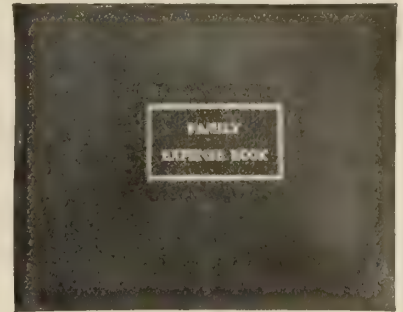
The new Cico adjustable brush holder protects the fingers and seals the paste. Cico is put up in spreader tubes, small bottles, pints and quarts. Ask our salesmen.

The Carter's Ink Co.

356 St. Antoine St. :: MONTREAL, CAN.



A NATIONAL SPECIAL FOR



A NATIONAL NEED—

Rapidly mounting living expenses leave no room for argument about the necessity for a Family Expense Book. Previous make-shift affairs, however, were more of a discouragement than a help. The National Family Expense Book, No. 399½, is an attractive book, bound in green art cloth with gilt side stamp. Every possible source of income and "outgo" is anticipated in this book. The up-to-date housewife needs only be shown this book to complete the sale.

THE NATIONAL FAMILY EXPENSE BOOK

gives emphasis to the statement that it is no longer necessary to have books made to order for special purposes. In the enormous product of "the largest blank book factory in the world" there is a NATIONAL for every requirement.

The New National Catalog of Loose Leaf Goods is now being mailed. Every dealer in office supplies should write at once for a copy.

NATIONAL BLANK BOOK CO.
HOLYOKE, MASS., U.S.A.



Registered

Before buying a fresh stock of pens, get samples and prices of the famous

"Rob Roy" Pen

the popular and quick-selling pen.

It is made of fine steel, writes easily and smoothly and suits almost any hand. "Rob Roy" Pens are made in one of the best equipped factories in Birmingham, Eng.—the home of the pen-making industry.

Manufactured by the proprietors:

Hinks, Wells & Co., Birmingham, Eng.

SHEET MUSIC AND MUSIC BOOKS OF THE BETTER CLASS

We are sole representatives in Canada of the leading English music publishers and carry a very complete stock of standard publications for educational and general use.

NEW SONGS, PIANO MUSIC, VIOLIN and ORGAN MUSIC, ANTHEMS and CHORUSES in great variety. Liberal discounts to the trade.

ANGLO-CANADIAN MUSIC PUBLISHERS ASSOCIATION, Ltd.

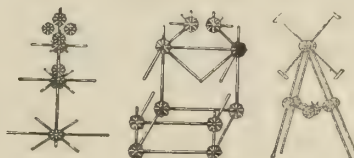
ASHDOWN'S MUSIC STORE

144 Victoria Street, :: TORONTO

SELRIGHT



MAKAToy



Hundreds of different designs can be made with this toy

52 pieces, consisting of 12 metal spools and 40 wood construction rods.

Price per dozen, \$2.00

Price per gross, \$21.00

Selchow and Righter Company

620 Broadway, New York

**AUTOMATIC CARD PRINTING IS
EVER-LASTING-LY GOOD PAYING BUSINESS EVERYWHERE**
WRITE TO-DAY FOR FREE BOOKLET OF OUR AUTOMATIC SELF-FEEDING PRINTING PRESS
S. B. FEUERSTEIN & CO. MANUFACTURERS 542 W. JACKSON BLVD. CHICAGO, ILL.



PLAYING CARDS MADE IN CANADA Bicycle No. 808

Ivory or Air-Cushion Finish.

FOR GENERAL PLAY.

Bicycle quality made Bicycle reputation. We spare no expense to maintain this quality and give players the best popular price card in the world.

Other good grades are '45 Texan, 33 Apollo, etc.

Also makers of the famous 606 CONGRESS Playing Cards—art backs—for Social Play.

Also publishers of the Official Rules of Card Games—Hoyle Up-to-date—a complete book of rules for all Card Games revised each year.

**THE U. S. PLAYING CARD COMPANY,
TORONTO, CANADA.**



KEEP POSTED ON CARBON PAPER

We are so sure that our line will win your favor that in order to prove quality we will send you free samples by return mail, together with illustrated price list.

Act on this suggestion right now. A post card will do, and will have our prompt attention.

**WHITEDGE
CARBON PAPER
IS PREFERRED
BY TYPISTS ONCE
THEY USE IT—YOU
SHOULD SELL IT.**

With a line of goods that combine assured satisfaction to users by reason of unexcelled quality with a decidedly interesting margin of profit for dealers, the course that you, as a wise dealer, should pursue is quite evident, isn't it?

Made only by H. M. STORMS CO., New York

Sold to Canadian trade by THE A. S. HUSTWITT CO., 44 Adelaide St. W., Toronto

KINDLY MENTION
THIS PAPER WHEN
WRITING TO AD-
VERTISERS.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word per insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

WANTED — WE WANT AGENCIES in every city and town in Canada to handle our exclusive lines of high-grade office appliances and supplies; experienced salesmen having good connection can arrange exclusive territorial rights; references required. Canadian Office Appliance & Supply Company, 66 Bond Street, Toronto, Ont.

BOOKS—ALL OUT OF PRINT BOOKS supplied no matter on what subject. Write us. We can get you any book ever published. Please state wants. When in England call and see our 50,000 rare books. Baker's Great Book shop, 14-16 John Bright Street, Birmingham, England

PAYSON'S INDELIBLE INK. TRADE SUP-plied by all Leading Wholesale Drug Houses in the Dominion. Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897

HOTEL DIRECTORY.

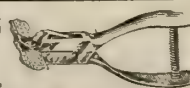
**HALIFAX HOTEL
HALIFAX, N.S.**

ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and
Fire Insurance Agents.
15½ Toronto St. 52 Can. Life Bldg.
Toronto Montreal

TICKET and CONDUCTOR PUNCHES

THE BEST MADE
THE FRED J. MEYERS MFG. CO., Hamilton, Ohio, U.S.A.



When answering an advertisement in this paper
tell the advertiser where you saw it.



Quality that

Doubles Sales

Quality that holds trade is worthy of notice; quality that brings new custom is a valuable asset; but quality that can hold the old and get the new, that can double your usual sales, is a quality indispensable to your fullest success.

M. & V. RIBBONS AND CARBONS

have the reputation in almost every community, not only of moving quickly, producing speedy turnovers, but making two sales grow where only one sale appeared before.

The M. & V. Line possesses that indispensable quality that makes extensive, growing sales a certainty.

Attractive advertising helps and displays supplied on request. Write to-day for particulars and discounts.

MITTAG & VOLGER, Inc.

Principal Office and Factories, PARK RIDGE, N.J., U.S.A.

BRANCHES: New York, N.Y., 261 Broadway. Chicago, Ill., 205 W. Monroe St. London, 7 and 8 Dyers Bldg., Holborn, E.C.
AGENCIES—In every part of the world: in every city of prominence.



Aladdin was a youth possessed
of rare opportunities.

But then, so is the dealer who
sells

*Crane's
Linen
Lawn*

Eaton, Crane & Pike Co.
Pittsfield, Massachusetts
Toronto Office: 266-268 King St. W.

*Stafford's
Inks*

**Mucilages and Paste
are Made in Canada**

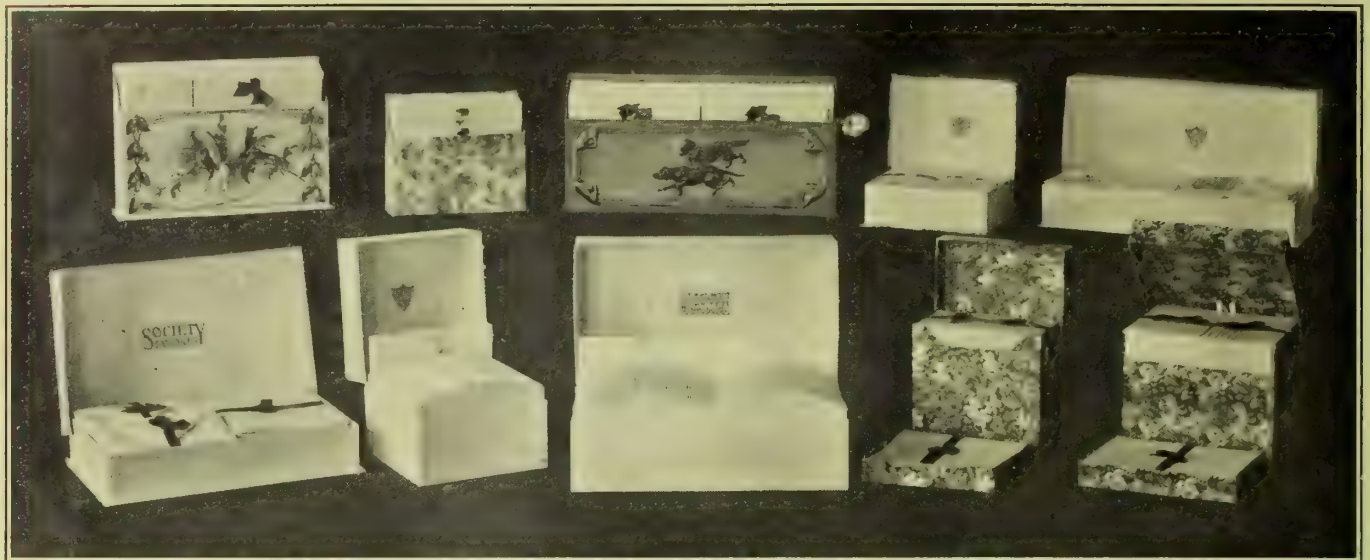
Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

*S.S. Stafford's
Inks*

BOOKSELLER AND STATIONER



CHRISTMAS PAPETERIES

MADE IN CANADA

A complete range of fancy boxes. Highest grades of stock, artistically boxed, to suit every taste, from bright holly and ribbon designs to the chaste "Dimity" boxes, striking in their simplicity and correctness.

We can make up assortments at any desired price.

Greeting Cards and Booklets (British manufacture), at all prices. We have still a good assortment of "Canadian Series" cards suitable for overseas trade.

Post Cards in the latest Christmas and New Year designs.

Tags, Labels and Seals, in handy five-cent packages, and in assorted boxes.

Tinsel Cord lends the finishing touch to Holiday packages. In gold, silver and combined red and green, in ten-cent spools.

Stationery Portfolios

A novel and dainty article. Notepapers and envelopes in beautiful chintz-covered blotters of assorted designs.

Per doz.

No. 26, containing Dutch Fabrik \$5.40

No. 16, containing Dimity 7.20



While our stock is still complete, we would suggest ordering early, as the quantity in some numbers is limited.



BOOKSELLER & STATIONER

AND

OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty years the recognized authority for those interests.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 143-153 University Ave. WINNIPEG, 34 Royal Bank Bldg. LONDON, ENG., 88 Fleet St., E.C.

VOL. XXXI.

PUBLICATION OFFICE: TORONTO, DECEMBER, 1915

No. 12

The Better Kind of Self-Filling Pen Looks Better, Writes Better, Is Better

The handsome appearance and beautiful finish sell the Sanford & Bennett Autopen—the perfect mechanism and smooth writing give such pleasure and satisfaction that users soon acquaint their friends with its superiority as a writing instrument.

More sales of S. & B. Autopens are made through the recommendation of their owners than by any other method. The

Sanford & Bennett AUTOPEN

is made by expert workmen, from the best materials obtainable—the finest Para rubber, the purest, refined gold, and the hardest Russian iridium. Every pen thoroughly tested, and its quality, accuracy and service fully guaranteed.

The S. & B. Autopen is a popular, profitable and satisfactory self-filler—a first-quality pen which you can retail at a low price.

*Write to-day for illustrated
price list and discount sheet.*

Sanford & Bennett Co.

51-53 Maiden Lane, New York

AUTOPEN
Ready to fill

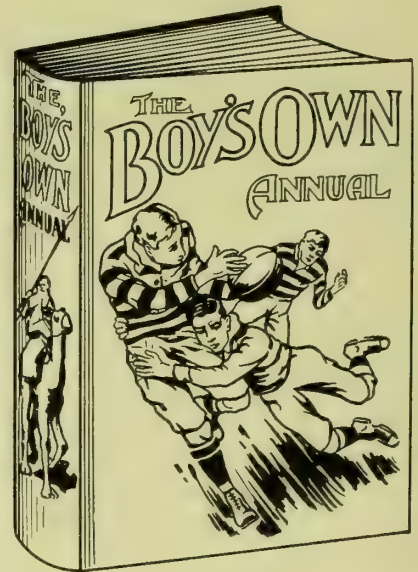
AUTOPEN
Ready to write

W. E. COUTTS, Canadian Sales Agent, 266 King Street West, Toronto, Ontario

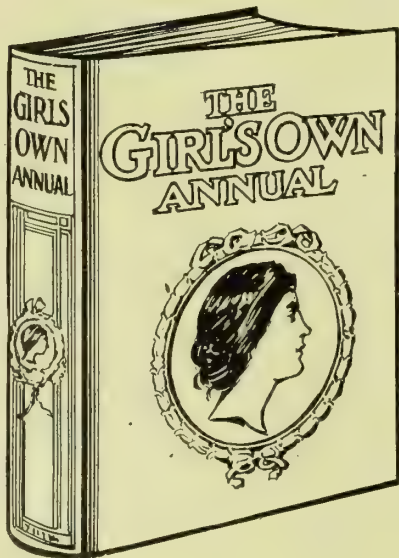
Ready—1915 Annuals

BOY'S OWN GIRL'S OWN

Best books published for our boys and girls—many colored plates, hundreds of other illustrations, containing specially written articles, by well-known writers, on subjects of interest to all.



Girl's Own for Princess Mary



H. R. H. the Princess Mary has accepted from Miss Flora Klickmann a copy of the 36th Annual Volume of "The Girl's Own Paper," just completed. Her Royal Highness has intimated that she is interested to possess this volume.

ORDER NOW

WARWICK BROS. & RUTTER, LIMITED
Canadian Publishers TORONTO



They Sell Themselves

Bring Goodall's new *Patriotic* Playing Cards before a customer's notice and the sale is easy.

Added to the many striking patriotic designs in the series, which attract the attention of the most casual observer,

Goodall's Playing Cards

are finished in a smooth, clean-cut way that makes shuffling a pleasure.

The wearing qualities of Goodall's is unsurpassed—one pack will outlast three of any other make.

"Goodall's" mean customer satisfaction.

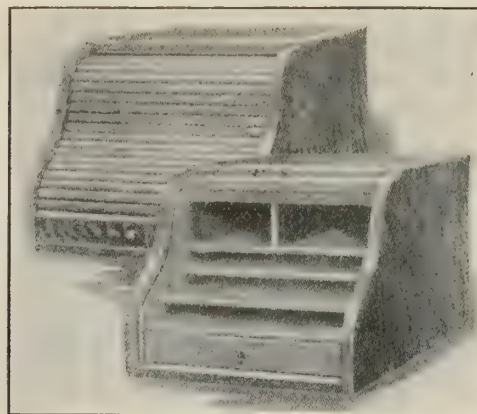
Selling in all the best stores. *How about you?*

WRITE

AUBREY O. HURST

32 Front Street West

Toronto, Ontario



NO MORE SOILED STATIONERY

The Desk Stationery Rack here shown is very handsomely finished in either Quartered Antique Oak or Genuine Mahogany, with first-class, rubbed finish and brass hardware.

Loss through soiled stationery is absolutely eliminated by the easy-sliding, dust-proof roll curtain.

Every office man will want one when he sees it. Write for full particulars.

The Globe-Wernicke Co. Ltd.
STRATFORD, CAN.

THE essential qualities of loose-leaf are perfect design—best material—intelligent workmanship. This combination produces satisfied users.

You Want Satisfied Customers

If in addition to these qualities you can say, "This article is strictly a Canadian product," you have that added advantage in making your sale.

STERLING HAS THESE FOUR QUALITIES—It is the only COMPLETE STRICTLY MADE-IN-CANADA Loose-Leaf Line.

Let us send you samples subject to return. Have you received your copy of our Catalog? Loose-Leaf Complete. Memos to Ledgers.

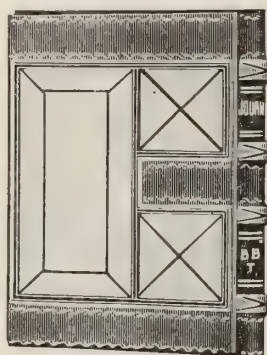
LUCKETT LOOSE LEAF, LIMITED
215-219 Victoria St. Dept. S. Toronto, Ontario

MADE IN CANADA

ANNOUNCEMENT FOR YEAR 1916

From our modern "up-to-date" factory we are fully equipped to supply any description, size, or quality of

BLANK BOOKS



FROM THE LARGEST LEDGER TO SMALLEST VEST POCKET MEMO BOOK

MEDIUM FOLIO

DEMY FOLIO

REDUCED DEMY—14 x 10

CAP BROAD OR LONG FOLIO

LARGE AND SMALL QUARTO (Exercise Books)

LARGE AND SMALL OCTAVO (Pass Books)

COLUMN BOOKS SIDE AND END

TRIAL BALANCE BOOKS. DOCKETS

LETTER COPYING BOOKS

MINUTE AND RECORD BOOKS

INVOICE AND SCRAP BOOKS

BILL AND TIME BOOKS

RECEIPTS, NOTES AND DRAFTS

MEMORANDUM AND PRICE BOOK

EXTRA LINE OUR SPECIALTY

LOOSE LEAF LEDGERS AND BINDERS

"SIMCOE" PHOTO LOOSE LEAF ALBUMS

OFFICE AND POCKET DIARIES 1916

STYLES—FULL LEATHER, FULL CANVAS,
RUSSIA BANDS,

Half Red Russia Cloth Sides, Cloth.

SEE OUR NEW CATALOGUE, FULL DETAILS

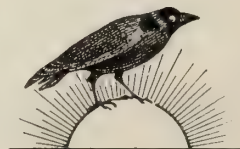
BROWN BROS., LIMITED

100 SIMCOE STREET, TORONTO

To Our
Many Customers
Throughout
Canada

We extend our
best wishes for all
happiness during
the coming season.

May the coming
year bring you a
full measure of
Health, Happiness
and Prosperity.



W. V. Dawson

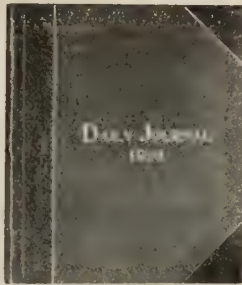
LIMITED

Montreal

Toronto

Winnipeg

COPP'S SALES BOOSTER



This is an illustration of the smaller size of the best office diary we make. The binding is of half roan, with cloth sides and gilt lettering. This is the Office Diary de Luxe. It will pay the dealer to push the sale of these higher class books. Point out to the prospective buyer that as the book is to be used every day of the whole of 1916, it is most desirable to buy a substantially bound book that will always LOOK GOOD, leaving a good impression on the business visitors to the office in which it is to be used, as well as giving the utmost satisfaction to the user.

There is the additional advantage of one full page being devoted to each day, including Sunday, and extra space for the 4th and 18th of each month. These are points which, together with good salesmanship, will induce customers to take these better books in preference to the office diaries in cheaper bindings.

The trade price for No. 216, \$ & c, A size, foolscap folio, 8½" x 13½", is \$24 per doz.

The trade price for No. 238, faint, A size foolscap, broad quarto, 7" x 8¼", is \$12 per doz.

The trade price for No. 240, \$ & c, A size foolscap, broad quarto, 7" x 8¼", is \$12 per doz.

Other office diaries from \$5 a dozen up. Send for complete list.

Scribbling diaries, \$3 to \$5.75 a dozen.

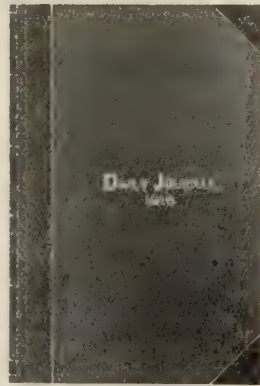
DOMINION POCKET DIARIES

Various sizes and styles of bindings costing from \$1.20 a dozen for the vest-pocket 11 size, 2¼ x 3½ in., three days to the page, cloth, limp, red edges, to the No. 27 E size, octavo broad, week on opening, 3½ x 6 in. book, bound in Russia, five pockets, cards and stamps, loose book, gilt edges, at \$18 a dozen.

Special mention should be made to the combination vest-pocket diaries and memorandum books: the Perpetual Pocket Diaries and the Dominion Housekeeping Expense Book.

Dealers who haven't a complete price list and order sheet of the Dominion Office Scribbling—Pocket Diaries for 1916 can have one of them for the asking, and by RETURN MAIL.

PUSH THE SALE OF DIARIES FOR 1916 AND INCREASE YOUR PROFITS.



BLANK BOOKS for January Selling

We cannot deal in this small space with the various lines, but let us single out for special attention the new No. 5 Line of Blank Books.

These books are bound in Red Rexine, which is tougher and more durable than leather, and has the additional and most meritorious advantage of being washable.

The lettering is in gold.

Day Books, Journals, Cash Books, Ledgers and Minute Books

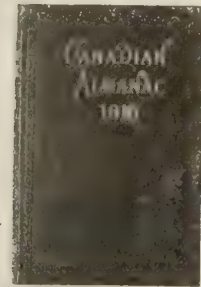
The ledgers are indexed.

200 to 1,000 page books in each. Notwithstanding the extra quality of these books, the prices are no higher than for the ordinary blank books.

200 page book	\$.57
300-page book72
400-page book82
500-page book	1.04
600-page book	1.20
800-page book	1.52
1000-page book	1.84

(Ledgers 2c more in each case for the indexing.)

STOCK THIS LINE WITHOUT DELAY.



THE CANADIAN ALMANAC

The Office Man's Bible
69th ANNUAL ISSUE

The authentic Statistical Directory of Canada.

EVERY CANADIAN BOOKSELLER KNOWS THE STATUS OF THIS INVALUABLE ANNUAL.

MORE OF THEM ARE BEING SOLD EVERY YEAR.

ARE YOU GOING TO SHARE IN THE ADVANTAGE OF THIS INCREASED DEMAND?

AIM TO SELL 100 copies for each 1,000 population.

New edition will be ready in the last week of December.

Get busy now and take ADVANCE ORDERS.

One Edition Only—Cloth \$1.00, trade price 70c.

Memo Books, Price Books, Time Books

Red leather memos as listed on pages 34 to 39 of the catalogue and loose leaf books shown on page 40 are among the other items which can be extensively sold next month and the American Red Russia bound books (see page 38 of catalogue) are considered by the best posted men of the trade to be the best value on the market.

Price Books—Full red American Russia covers, size 4½ x 6¾ inches, 192 pages, at \$6.00 a dozen. This item is another to aggressively feature for January, and there are many other items—refer to the catalogue—use it assiduously to create business for you next month.

THE COPP, CLARK CO., LIMITED, 517 WELLINGTON STREET WEST
TORONTO

Business is booming!



Toronto, Ont.

Merchants everywhere tell our 800 salesmen that business is booming.

Farmers have had a record crop, at big prices, with big demand at home and abroad.

Stocks of manufactured material are short, and labor is in great demand.

Exports largely exceed imports.

Factories are busy, a great many working overtime.

More freight cars are needed, and steamers are taxed to capacity.

Canada has, in proportion to population, greater exportable surplus of wheat this year than any other country in the world.

Millions of dollars are passing over the merchants' counters.

The people who spend this money want the best service.

They demand it in all kinds of stores, from the smallest to the largest.

They get it in stores which use our up-to-date Cash Registers, which quicken service, stop mistakes, satisfy customers, and increase profits.

Over a million merchants have proved our Cash Registers to be a business necessity.

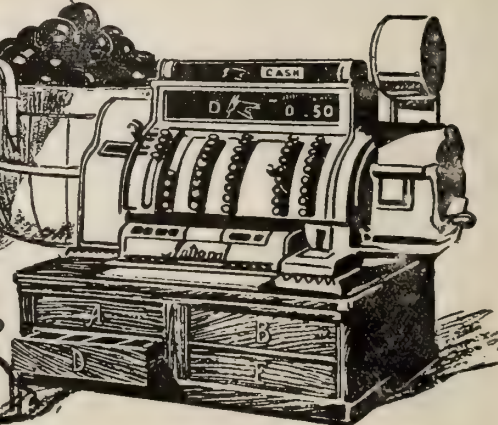
Last month the N.C.R. in Canada had the largest sales of any month in the past seventeen.

President of the
National Cash Register Co.

(Signed)

John H. Patterson

Write for booklet to
National Cash Register Company
150 Christie Street, Toronto, Ont.
Agents in Every City



FREDERICK PALMER'S "My Year of the Great War"

Read this reproduction of an editorial which appeared in the Toronto Star. This is only one of many enthusiastic commendations of Palmer's Great War Book which have appeared in the press of Canada.

"My Year of the Great War" is the Greatest War Book of the Year

The truth is that this book has taken the country by storm and the demand has been far greater than the Publishers have been able to take care of. Two presses are running continuously on the book and we hope by Monday or Tuesday next to be able to catch up to our present orders.

More copies of this book have been sold than all other war books of the year combined, and the book is certainly the BIG BOOK EVENT OF THE YEAR.

Just read the enclosed review, one of many, and you will surely catch the enthusiasm everyone has for the book—no matter what books are written about the war, this will be one of the permanent chronicles.

Frederick Palmer was selected by Lord Kitchener to be the only accredited representative of the American Press to the British Forces and with one exception the only correspondent permitted to visit the British Fleet and he tells a wonderful story.

The chapter entitled *The Maple Leaf Folk* is alone worth the price of the book and it appeals in a peculiar way to every Canadian. Mr. Palmer was with the Canadian troops when they first entered the trenches.

The Author's story of the British Fleet will long live in the memory of every reader.

Mr. Palmer is thoroughly Pro-British and we take off our hats to him for his *great, big, enthusiastic book*.

This is another bookseller's opportunity. Everyone knows Frederick Palmer, and this time he presents a wonderful book that every Canadian must read. *Stock it big—it will sell.*

have seen how thoroughly has been the work of the British navy.

A Fine Book on the War

Frederick Palmer's book, "My Year of the Great War," will have a tremendous sale in Canada.

It will be the talk of every battalion in training in this country. It will be read and passed along from one reader to another and discussed wherever soldiers are. And not by soldiers only, but by the whole people, for here is a book such as Canadians have hungered for, a story of the war by one who has seen it, by one who knows how to describe what he has seen, and who makes no secret of the fact that his sympathies are with the Belgians, French, and British, with whose armies he has been since the war began.

Frederick Palmer is the foremost American war correspondent and traveler, has seen much of war, and is the author of many books. He is an American, but he is not caring about the German vote or Teuton customers of his shop. As you read his book you know where to find him. He is with us, one of us, wanting us to win, and knowing that we shall win for the good of the world and all the people in it.

The book is not an argument on the questions at issue. The world has heard enough of that. The public mind longs to know what has happened, how it happened, and what it was like. Palmer tells battle stories fascinatingly, and the reader who lays his hands on the book wants to make a day and night of the job of reading it at a sitting.

In a preface the author says that he does not write as a military expert, because he has seen too much of the war to presume to pose as one. But he ventures two conclusions: That the Marne was a decisive battle for civilization, and that if England had not gone into the war the Germanic powers would have won in three months.

It is a fascinating book and wonderfully meets the needs of the hour for the reading public. Not the least interesting feature of it is the space it gives to the Canadians at the front and the evidence produced as to the heroic work they have done.

"My Year of the Great War" is a volume of 464 pages, published in Canada by McClelland, Goodchild, and Stewart, Toronto, and will be on sale everywhere at \$1.50, and we fancy the public will take it faster than the publishers can put it on the market.

Note and Comment

"Don't waste anything," says the Bradford

McCLELLAND, GOODCHILD & STEWART, LIMITED

PUBLISHERS

266-268 KING STREET WEST

TORONTO

BOOKSELLER AND STATIONER

CHRISTMAS GOODS AT HALF PRICE

Prices with
QUALITY
that may
never
come your
way
again.

EXCEPTIONAL BUYING OPPORTUNITIES

MR. BUYER: Owing to a situation of which we have availed ourselves, we are in a position to make your Xmas trade one of the RED LETTER EVENTS of your history.

THINGS DIFFERENT

This well-known aggregation of Greeting Fold-ers, Cards, etc., with the DISTINCTIVE AND ARTISTIC DESIGNS, with the sentiment that FITS appropriately, CATCHY and timely, which appeals and touches that chord somewhere which makes it appreciated and a something worth while.

This, coupled with the fact that our KNIFE has cut sure and clean the usual reasonable prices into about HALF, makes it a condition that cannot conscientiously be overlooked by the man who gives the welfare of his store and confidence of his customers proper consid-eration.

THINGS DIFFERENT

Comprising Greeting Cards, Tags, Seals, Calendars, Postal Cards, Novelty Pictures, etc., etc., of a particularly tidy nature, will be sacrificed.

We have only a short week or two to clear out this extensive line, and would advise getting in on a REALLY GOOD THING while the picking is good.

Drop us a line with your requirements and we will guarantee you will be thoroughly satisfied with assort-ment, quality and price. City and many outside buyers ought to accept this notice at face value, but

DO IT NOW.

A TIP WORTH HEEDING

These goods will be a good buy for 1916. Many a dealer would be glad of an opportunity to pick these lines up at these sacrifice prices after Jan. 1st, because they will be every bit as good for 1916 Christmas trade as for this season.

WISDOM IN BUYING IS JUST AS IMPORTANT IN SUCCESSFUL MERCHANDISING AS GETTING THE RIGHT MARGIN OF PROFIT. HERE IS A CHANCE TO BUY BELOW MARKET VALUES AND SELL AT THE USUAL PRICE, THUS MATERIALLY INCREASING YOUR PROFITS.



J. A. SUTCLIFFE

NORDHEIMER BUILDING

::

77 YORK STREET, TORONTO



Keep Posted on Books

By reading "THE BOOKLOVER" you will be able to talk intelligently about what is new in the book world.

Both the editorial and advertising pages are rich in information that will vitally interest every booklover.

ONE DOLLAR A YEAR

THE BOOKLOVER

143-153 University Avenue

::

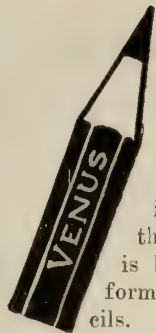
Toronto, Canada

Subscriptions taken at any bookstore.



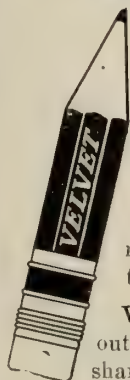
VENUS PENCILS

*The
PERFECT
PENCIL*



Every architect, draftsman, engineer or surveyor in your territory is a logical customer for **Venus Pencils**. If they are not using **Venus Pencils** now, it is because they have not been fully informed as to the good points of these pencils. The uniformity and toughness of the lead in each grade—the evenness of the grain of the wood—the ease with which a **Venus Pencil** can be sharpened and kept sharp—that it outlasts a half dozen ordinary pencils—these are only a few of the talking points you should use in educating your customer to ask for **Venus Pencils**, “By the Box.”

VELVET PENCILS



Every concern that employs an office man, accountant or clerk ought to be a user of **Velvet Pencils** for all general office work.

Velvet Pencils are economical because the smoothness of the lead and the even fibre of the wood make it unnecessary to sharpen them as often as is the case with other pencils.

Velvet Pencils (selling for 5c each) will outlast two ordinary pencils. They can be sharpened accurately, will keep their points, wear down to the last inch, and are each equipped with a Velvet Rubber Tip.

Milo Rubber Bands

Are made of the very finest Para Rubber in assorted sizes, and are unconditionally guaranteed for five years.

Are sold by the pound— $\frac{1}{2}$ pound, $\frac{1}{4}$ pound and ounce packings.

Venus Eraser

Our latest product. Pliable and soft. Indispensable for all pencil purposes. Superior to all others for cleaning drawings and engravings. Made in gray to avoid any discolorment of paper, so often found with colored erasers.

Your Correspondence Is Solicited.

American Lead Pencil Co.

220 Fifth Avenue, New York
(and Clapton, London, Eng.)

Christmas Cards, Booklets, Post Cards, Calendars and Novelties

Our stock is still large and well assorted.
Orders filled same day as received.

Post Cards, Christmas and New Year

50c, 60c, 75c, \$1.00, \$1.25, \$1.50, \$2.50,
\$3.00, \$6.00 per 100.

Booklets and Folders, Christmas

\$1.00, \$1.50, \$2.50, \$3.00, \$5.00, \$6.00,
\$7.50, \$9.00, \$10.00, \$12.50, \$15.00, \$30.00.
\$50.00 per 100.

Booklets and Folders, New Year

\$1.00, \$2.50, \$3.00, \$5.00, \$6.00 per 100.

Tags, Seals and Gift Cards.

\$3.00 per 100 envelopes.

Patriotic Calendars in Art Process Work on Felt. Have made a tremendous hit.

\$6.50, \$7.50, \$10.00, \$15.00, \$20.00 per 100.

**PUGH SPECIALTY CO.
LIMITED**

38-42 Clifford Street · Toronto, Canada

The Book Christmas

In order to help you sell more books this Christmas, we have placed special announcements in many of the leading newspapers and periodicals.

Co-operate With Us

Watch for these advertisements—if your stocks are low, order immediately. All mail orders shipped the day received.

Thomas Nelson & Sons

95-97 King Street East - TORONTO

The Lure of a Farm Romance

There is not a reader who does not grasp for a Real, Rosy, Comforting Dream by a Fireplace. That is why the stories in the *December Farmer's Magazine* sell it so readily. The cover is a winner. Feature it in your windows.

Here Are Some Sterling Stories of Farm Wealth

Turning \$2,000 into \$70,000

By C. B. Sissons

A real story of farming in the Red River Valley where the French-Canadian farmer is doing things in mixed farming.

A Ben Davis Endowment

By Eluid Kester

The story of how H. W. McBrien makes \$2,200 a year from a 60-acre orchard of apples.

Building a Fence for Uncle

By Malcolm MacDonald

A humorous, laughable thing that will tickle the reader immensely.

The House of Your Dreams

By Ethyl Munro

The plan for the house that you are going to build.

More Geese and Turkeys

By E. I. Farrington

The story of a big geese business in Eastern Canada and the fattening fields of Maine.

Choice Xmas Recipes

By Winnifred Marchand

A few hints to home-makers that help the housewife through the stomach.

Christmas Customs the World Over

By Max McDermott

What the people in other lands do around the Christmas ingie when everybody is happy.

The Frost Girl

By R. E. Pinkerton

A new serial story about Canada's north lands and a pretty girl.

The Organized Farmer

By F. M. Chapman

The farmer is getting his sea legs and making business hum in the West.

Rural Temperament

By W. D. Albright

Why farmers are farmers and how the city man cannot see it his way.

Helping the Twig to Grow

By Genevieve

The young people under medical inspection get a better chance now.

Producing Certified Milk

By Prof. Dean

The story of the way it is done and the money in it.

Besides a number of others and a hundred illustrations.

Sells at 10 cents a copy

WRITE FOR COPIES TO THE

MACLEAN PUBLISHING COMPANY, LIMITED
143-153 UNIVERSITY AVENUE TORONTO, ONTARIO

FOR JANUARY SCHOOL OPENING

We have issued an entirely NEW SERIES of DESIGNS for EXERCISE and SCRIBBLERS, comprising EIGHT UP-TO-DATE SUBJECTS.

These are elegantly printed in four colors, the Designs and Books being entirely produced in Vancouver.

The titles are:

Britannia Rules the Waves
Aerial Warfare
Winning the Victoria Cross
In the Trenches
The Destroyer's Prey
Boy Scout
Submarines
The Air Scout

See these before placing your orders, as undoubtedly they are the best we have yet shown.

Samples now in the hands of our travellers.

SMITH, DAVIDSON & WRIGHT

LIMITED

Wholesale Stationers and Paper Dealers
VANCOUVER and VICTORIA, B.C.



**Concentration
Pays the Dealer
Because:**

- 1st. He ties up less money in stock.
- 2nd. Offers a more complete line
- 3rd. Gets maximum display.
- 4th. Saves counter space.
- 5th. Makes it easier for customers to buy.

In most standard lines dealers are realizing the increased profit from concentrating their investment and effort on one high-grade line.

One assortment of Esterbrook Pens, complete enough to meet every demand, costs the dealer less, and offers a better opportunity for sales than several different and incomplete assortments.

To assist dealers in concentrating, there are 10 different sizes of Esterbrook Display cases. Information about them will be gladly sent on request.

Esterbrook Pen Manufacturing Co.

18-70 Cooper St.

Camden, N. J.

Canadian Agents: The Brown Bros., Ltd., 51-53
Wellington St. West, Toronto, Canada.

**Esterbrook
Pens** "Easiest to sell!"



Proving a Tremendous Selling Help

The new, illustrated booklet, "How to Place Your Pictures," is creating unusual sales for many dealers, and is free to you for the asking. The booklet points out the numerous uses of

MOORE PUSH-PINS

Glass Heads, Needle Points
MOORE PUSH-LESS HANGERS

The Hanger with the Twist
Has inclined tool-tempered steel nail

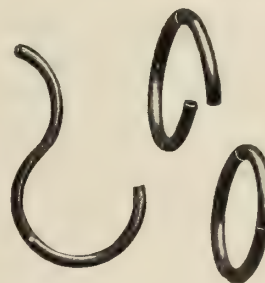
and suggests many ways of greatly increasing your sales of these everyday conveniences. Link up your store and efforts with our extensive advertising and write for prices and discounts to-day.

MOORE PUSH-PIN CO., 113 Berkley St., Philadelphia, Pa.



MORDEN SWIVEL RINGS

FOR LOOSE-LEAF SHEETS



Here is illustrated the only swivel-joint, loose-leaf ring. This joint gives strength, durability, smoothness, beauty. Constructed not to open in the direction of the pull exerted by sheets, Morden Swivel Rings will not exasperatingly open unexpectedly.

The rings are used for student note books, stenographers' note books, eyeletted covers, metre reader books, band books, catalogs, swatch books, all sorts of loose-leaf books; and all loose sheets, charts, drawings, blue prints, maps, fashion plates, clippings, pictures, post cards, samples, etc.

It is unnecessary to hold loose-leaf sheets in expensive binder. Heavy manilla, or other material, cut to proper size to form outside covers, with Morden Swivel Rings inserted through them, make a flat-opening book, costing but a few cents, yet as durable and convenient as a bound book costing dollars.

Ten sizes of rings: 1/2" to 2". Price \$5 up per box (100). Liberal discounts to the trade. Write for samples, catalog, prices.

MANUFACTURED SOLELY BY

THE MORDEN MANUFACTURING CORP.
WATERBURY, CONNECTICUT

IF YOU WANT SOMETHING AND DON'T KNOW WHERE TO GET IT—WRITE US—WE'LL TELL YOU.

BOOKSELLER AND STATIONER
Special Service Department

Books to Buy for Christmas

Michael O'Halloran

"Be Square"

By Gene Stratton-Porter

Far and away the most popular book of the year, in both Canada and the United States. Illustrated in colors. Cloth, \$1.50 or Ooze Calf, boxed\$2.50

THE HARVESTER

By Gene Stratton-Porter

This was one of the biggest successes in years, and like Laddie, it is still going strong. Uniform with Michael O'Halloran. Cloth, \$1.50. Ooze Calf, boxed.. \$2.50

The Song of the Cardinal

By Gene Stratton-Porter

A new and revised edition from entirely new plates. 12 illustrations in colors and numerous black and white. Her masterpiece. Cloth, extra..... \$1.50
Leather\$2.50



Gene Stratton-Porter

FRECKLES

By Gene Stratton-Porter

Limberlost Edition

Charming drawings in colors and black and white, by Thomas Fogarty. This story, published in 1906, has been read more and more each year. It is a clean, wholesome romance of the Indiana woods for those who like real people in their books.
Boxed \$2.00
Cloth\$1.50
Ooze Calf, boxed\$2.50

LADDIE

By Gene Stratton-Porter

The last big success scored by this author before the coming of Michael O'Halloran. Many thousands read it then, thousands more are buying it this year. Uniform with Michael O'Halloran. Cloth, \$1.50. Ooze calf, boxed \$2.50

A Girl of the Limberlost

By Gene Stratton-Porter

This is the book that was welcomed so warmly as the sequel to Freckles. Steady and strong continues the demand for both these titles. Uniform with Michael O'Halloran. Cloth, \$1.50. Ooze Calf, boxed..\$2.50

Moths of the Limberlost

By Gene Stratton-Porter

Beautifully illustrated in colors, with rare photographs of living moths, taken by the author.
Boxed, net \$2.50

Music of the Wild

By Gene Stratton-Porter

A volume of the Songs and the Voices of Nature. Mrs. Porter's experiences "Nature hunting," in the Limberlost Swamp. Net \$2.50

WHAT I HAVE DONE WITH BIRDS

By Gene Stratton-Porter

This book contains photographic character studies of such native American birds as the author induced to pose for her. To accuracy of observation and completeness of detail, the author adds a literary and artistic workmanship. Net \$3.00

PUBLISHERS: DOUBLEDAY, PAGE & CO., GARDEN CITY, N.Y.

THOMAS LANGTON, 23 Scott Street, Toronto

The Publisher's Page

By F.I.W.

AN INTERPRETATION

STATEMENT OF THE
BUSINESS MANAGER

DECEMBER, 1915

No. 12

Office of Publication,
143-153 University Avenue,
Toronto, Dec. 1st, 1915.

IN subsequent issues we will have something to say in this department about Canada's wheat and other crops and about other things affecting business conditions. But first of all we have something to say about BOOKSELLER AND STATIONER.

Think of a National Trade Paper, such as BOOKSELLER AND STATIONER, circulating throughout every province of the Dominion of Canada, read by the retailers who supply nearly 8,000,000 Canadians with their requirements in books and stationery, besides the many associated lines sold in these stores, such as toys and games, greeting cards, calendars, post-cards, souvenirs, fancy goods, leather goods, cameras and photographic supplies, sporting goods, music and musical instruments, etc.

We wonder if you are sufficiently impressed with the significance of a paper filling such a mission?

BOOKSELLER AND STATIONER has been the trade authority for these merchants for *thirty-one years*, and is the only paper in Canada devoted to their interests.

You can get from us, copies of letters from Canadian book and stationery merchants recognized as the leaders in these trades in Canada in which they enthusiastically commend the service afforded them by BOOKSELLER AND STATIONER as a help in conducting their business.

The triangular editorial policy of BOOKSELLER AND STATIONER briefly set forth embraces the following:

Information—All the news of men and things that will prove helpful and interesting to booksellers and stationers. Data about new books, best sellers, etc., compiled from authoritative sources. Reports of business conditions. New goods described and illustrated.

Education—Practical articles on all phases of retail merchandising. Tried and proved selling ideas, methods of display, store arrangement, advertising and window display. Tips to ambitious clerks. Seasonable hints not only for selling, but what is equally, if not more important: HINTS ON BUYING.

Inspiration—The application of much of the Information and all of the Education. The Editorial Survey and "Making Good" stories founded on fact.

Now you, Sir, as an advertiser, need to know about these things and to appreciate just what they mean, so as to link them up with your advertising appeal to these merchants.

The book and stationery merchants of Canada are guided by what they see in BOOKSELLER AND STATIONER. The use of advertising space in it is essential to the success of any new proposition for these merchants. Failure to be represented in it handicaps any firm seeking business with them.

Take up any issue of BOOKSELLER AND STATIONER, the one now in your hands, for instance. Observe the class of firms represented in the advertising pages. That will convince you that you will always be "in good company" in advertising in this paper, and that is convincing evidence as to the high standing of BOOKSELLER AND STATIONER with the trade—manufacturers, wholesalers and retailers alike.

Make the best possible use of BOOKSELLER AND STATIONER in your 1916 advertising to promote the sale of your goods in the Canadian book and stationery stores.

For your convenience, here are the rates—per insertion:

	One Insertion	Three Months	Six Months	Twelve Months
Full page . .	\$35.00	\$31.70	\$29.20	\$25.00
Half page . .	20.00	18.35	16.70	15.00
Quarter page	12.00	10.00	9.20	8.35
Eighth page	8.00	6.70	5.85	5.00

Send copy for the January issue to reach us by December 20th.



John Dickinson & Company, Limited

Tender their best wishes for a Happy Christmas and Prosperous New Year.

They would also take this opportunity of thanking their many friends for the generous support they have received during a year of exceptional stress.

The number of their staff with the colours now exceeds 700, a circumstance which has added considerably to an already difficult situation, and the widespread consideration they have received has been greatly appreciated.

John Dickinson & Company, Limited

MONTREAL
216 Lemoine Street

TORONTO
77 Wellington Street West

BOOKSELLER & STATIONER



DEVOTED TO THE INTERESTS OF THE
BOOK, STATIONERY & KINDRED TRADES



Vol. XXXI

TORONTO, DECEMBER, 1915

No. 12

Stationery and Books Eclipsing Drug Business

Sherbrooke Store Gives Practically the Whole of Display Space to Side Line, Business in Which is Equal to That Done in Their Principal Line—At Christmas, Drugs Go By the Board.

ONE of the strangest facts in connection with the book and stationery business is that, within the past ten or fifteen years, it has been passing into the hands of the druggist, more or less. Of course, there is a limit to the amount of this business they can handle, but when one finds one of the best stocks of stationery and books in a city the size of Sherbrooke, handled by a druggist, it gives one cause to think hard.

The attempt to take the stationery business unto themselves probably had its inception in the drug stores of the United States about the time when the retailing of drugs ceased to be a profession, and became almost as commercial as the vending of sugar and beans. With the advent of these conditions, profits were curtailed, the retail druggist being no longer able to manufacture his own drugs profitably. To make the business worth while, it was necessary to look around for a suitable side line. Confectionery was laid hold of, and in a very short time the confectionery trade awakened to the fact that their profitable trade in chocolates was being handled by a pharmaceutical college graduate. That led to the soda fountain, and to all kinds of soft drinks — another trade which has almost completely passed into their hands. Their only opposition, outside the high class stores of the large cities, comes from the Greeks, who cater to a class of trade all their own.

Soda drinks and confectionery not being sufficient to make up for the loss in profits due to cheaper drugs, the druggist went after another business, admir-



This is a view of the "Drug side" of the store, but observe the preponderance of books and other goods associated with the book and stationery trade.

ably suited to his store, and went after it with such zest, that in many towns and cities he is looked upon as the logical place to buy high class stationery, the latest copyrights, and almost anything in the way of sundries.

A good example of how this end of the business has been almost completely captured by a druggist, is found in Sherbrooke, where E. C. Fraser, 8 Dufferin avenue, in a period of twenty years has built up a trade in books and stationery, which has few equals in the Eastern Townships. It has been fostered to such an extent that to-day this end of the business almost overshadows that in drugs.

A casual visitor on entering the store, finds it difficult to believe this is a drug store. The floor has been laid out in an

attractive oval fashion, which immediately stamps it as a book and stationery store. The wall cases all the way down the left hand side are devoted to stationery sundries. The silent salesmen on the right are trimmed with fancy goods, for which there is an exceptional demand at this time of the year. The wall cases on the right hand side, which are supposed to be filled with drugs, are surrounded by books in a manner that takes away the identity of the drugs altogether.

At Christmas, E. C. Fraser goes right after the holiday trade. At that season, the drug store completely loses its identity. For several days it is a store of stationery, books and fancy goods, pure and simple. Three tables on the



Sherbrook Store in Which Drug Stock is Eclipsed by Books and Stationery.

floor carry their display of Christmas goods.

The way the goods are displayed on this oval shelving makes a hit. Women often come into the store and spend an hour or more looking over the stock. The store has been advertised throughout the district as headquarters for books, with the result that people come from surrounding summer resorts for their books, and teachers from neighboring schools (of which there are many

around Sherbrooke) make pilgrimages here in search of prizes for their pupils.

Whether a store in a town of this size should run a library, is a question that must trouble many retailers. E. C. Fraser has had one for a good many years, but it is on the wane, perhaps without little regret from the proprietor. It was discovered that many people preferred to buy a book outright than pay the library fees. The latter used to be a dollar ad a half per year, and two cents

per day. Recently, this has been changed to 50 cents per month, allowing the customer to change a book as often as desired. It is this charge of fifty cents which causes many readers to buy the book. Consequently the interest taken in the library is becoming less daily.

One of the secrets of success in this store is probably their willingness to oblige. If goods are not carried in stock, an effort is made to get them in the shortest possible time from Montreal.

Good Work of Credit Men's Association

Guilty Parties to Fraudulent Transactions Brought to Justice—A Recent Calgary Case

Winnipeg, Nov. 4th.—The Credit Men's Association is doing a good work in investigating supposed fraudulent transactions, and, where the evidence warrants, bringing the offenders to justice. The Association for that purpose has a large fund at its disposal.

The latest case comes from Calgary, Alberta. Mayers & Davidson, of that city, the insolvent debtors in question, were arrested at the instance of The Credit Men's Association, the charge being that they had removed goods from their store prior to making an assignment, with the object of defrauding their creditors to the extent, at any rate, of the goods removed. Wind of this transaction reached the manager of the Association at Calgary, with the result that he engaged a private detective, who almost on the first night of his vigil discovered traces of the supposed transaction. Mayers & Davidson and one of their clerks were arrested and at the trial held in Calgary on the 2nd inst., the principals were sentenced to six months in the Lethbridge penitentiary and the clerk, Barrie, having pleaded guilty on the 3rd inst., was sentenced to four months in the same institution. The goods removed by the defaulters in the meantime had been sold by them, but the Association has now recovered same an amount of \$2,900.00.

The Association intends vigorously to prosecute all

cases of this nature in the hope that it will instil a wholesome respect in any others contemplating similar methods in the future.



LISTS RECEIVED

Four brand-new ledgers are pictured and described in the latest supplement to the National Blank Book Company's loose-leaf catalogue B. These ledgers are designed to meet the extremes of demand, supplying both expensive and modest-priced loose-leaf ledgers.

Stationers who are familiar with National line will find "The Queen" an old friend in a new dress, for it is really the National Royal mechanism, with covers of genuine English pigskin and dark green corduroy. The Berkshire ledger is made in seven stock sizes to satisfy the varied requirements of users of this low-priced grade of ledger. The binding is red imitation leather back and corners, with pebbled cloth sides. A clever little loose-leaf ledger, without any "fuss or feathers" is the new Petite ledger, made with coin screw mechanism as used in the National Presto, and bound in full green cloth over heavy beveled boards.

The Hampden ledger completes the quartette. It is a key-operated ledger, bound in full imitation pigskin.

Miscellaneous books, including books ruled and printed in special form that are in general use, are dealt with under special class numbers in the newly issued supplement No. 3 to the Boorum & Pease Co.'s blank-book catalogue. This supplement is thus issued in separate form, pending the completion of a new catalogue which will cover the whole range of blank-books. New numbers recently

Loose-Leaf is Rapidly Gaining Ground

Manufacturers Realize That Their Ultimate Welfare is Linked Up by the Established Retail Stationery Merchants and Are Co-operating to a Greater Extent With These Dealers

LOOSE-LEAF items of the memo, price book, and diary variety have for several years been gaining ground rapidly in Canadian stationery stores. The larger loose-leaf systems have not been enlisting the efforts of the retail statesmen to nearly so great an extent, the latter being exploited by certain specialists who have been reaping a great harvest, selling goods at enormous profits because they were safe from the competition of the legitimate dealers—the stationery merchants established in the different towns and cities, who have year after year hesitated to go actively into the loose-leaf business on anything like a basis that would enable them to successfully bid for this trade.

Recently, however, leading manufacturers, realizing that their ultimate welfare was linked up with the established merchants who have sooner or later actively taken up this branch, have been issuing catalogues so carefully prepared as to do away with the objections previously raised by dealers against taking up the sale of the larger and more intricate loose-leaf systems. Various lines have been standardized, a reform which, to a great extent, is due to the efforts of the National Association of Stationers of the United States, a most effective and influential organization.

Consequently, the retailer to-day is able to post himself so thoroughly by using the catalogue that nearly all emergencies may be met, simply by referring to the catalogues which are so indexed as to enable the dealer to immediately turn to the page of the catalogue dealing with any one of an extensive range of loose-leaf books and appurtenances with an adequate variation in sizes and capacity.

Importance of Re-Orders

The dealer who has not yet caught up with those in the van in successful stationery merchandizing should go further than to simply weigh this proposition on the "single sale" basis. Every initial equipment sold assures future orders of supplies. A writer in the "American Stationer" in a recent issue deals with this particular phase of the question in an interesting manner, prefacing his remarks with the statement that loose-leaf is "the greatest recorder proposition in the world." This writer goes on to say:—

"Keep track of the time when the purchaser is going to buy some more supplies for his loose leaf outfit.

"It is such a simple matter to arrange a "Tickler" system that it is not worth going into details; but a little thought spent on the subject of getting in touch with the customer about the time he should be ready for more supplies will pay dividends many times over.

He then instances this experience of a salesman in the store of a New York commercial stationer:

"The other day a gentleman came into the store and happened to see some loose leaf books on our display rack. He picked up a No. 105 cover and asked me how many leaves it would hold. I told him that it would hold fifty and one A-Z index. I then showed him a No. 505 cover, and told him it would hold one hundred sheets and an A-Z index, but he said that the No. 105 cover did not hold enough and the No. 505 cover was too bulky to carry around. He was on the point of giving up when I slipped a No. 105D in front of him and told him that book would

hold 100 sheets and Two A-Z indexes. He said that was just exactly what he wanted, and remarked that he knew quite a few people who would be glad to learn that such a book was made."

The numbers used in this preceding paragraph may mean nothing to the reader but that is immaterial; the point is that study of a line will give the salesman such familiarity with the use and adaptability of the different items will enable him, without suggesting a special order to be made up according to specifications, to satisfy demands that are out of the ordinary.

Canadian stationers will be well advised to alertly watch loose-leaf developments and to see that they are not out-pointed by rival dealers in realizing in a material way on the greater scope which this department will cover in 1916 and future years.

Cooking Recipes in Card Index Form

The idea of putting cooking recipes in card index form is claimed to have originated with Mrs. Alice Gitchell Kirk several years ago. Mrs. Kirk's work as a lecturer and teacher of home economics had shown her how difficult it was for even the most intelligent women to use the average cookbook. As a practical housekeeper herself, Mrs. Kirk believed that the traditional way in which all cookbooks presented cooking recipes was both unintelligible and lacking in efficiency.

So Mrs. Kirk not only worked out a handier and better way of making any recipe findable by using the card index idea, but she disregarded the old-fashioned, rambling statement of the recipe itself and substituted instead an orderly and logical arrangement.

In modern shops where the efficiency idea prevails, a workman is not supposed to leave his machine two or three times to get a different tool as it is required. Instead, all of the tools that will be needed for a particular job are taken from the tool room at one time. The workman's instruction card states clearly what tools he shall get and the order in which he is to use them.

Applied to cooking, exactly the same idea requires that the housewife shall know all the utensils and all the materials that are going to be needed in making a dish. These she gets together before starting to mix the ingredients. There is no stopping to look for another bowl or another ingredient when working with Mrs. Kirk's recipes. All of the things needed are stated first. And of the ingredients, all the quantities are stated exactly. A woman can tell at a glance whether all the ingredients are in the house and ready.

Since their inception over 50,000 sets of Mrs. Kirk's card index recipes have been sold. They are now being put out in new styles of cabinets containing from 128 to 307 recipes.

In addition to her work in connection with the card index recipes and expense systems, Mrs. Kirk has found time to lecture continuously on home economics, to write for leading magazines and newspapers, and to devote serious study to food values. Upon this subject she is an authority, and in thousands of homes her charts of correct food combinations regulate the daily meals, to the immense satisfaction of every member of the family, to say nothing of the health feature.—Geyer's Stationer.

The Maclean Publishing Company

LIMITED

JOHN BAYNE MACLEAN - - - - - President
H. T. HUNTER - - - - - General Manager

PUBLISHERS OF

Bookseller and Stationer

and Office Equipment Journal

ESTABLISHED 1885.

FINDLAY I. WEAVER - - - - - Manager

CABLE ADDRESSES

CANADA: Macpubco, Toronto. ENGLAND: Atabek, London, Eng

OFFICES

Montreal 701-702 Eastern Tp. Bk. Building. Phone Main 1255
Toronto - - 143-149 University Avenue. Phone Main 7324
Winnipeg - - 34 Royal Bank Building. Phone Garry 2313
New York, R. B. Huestis, 115 Broadway, N.Y. Phone Rector 8971
Boston - - Room 733, Old South Building. Phone Main 1024
Chicago - - A. H. Byrne, Room 607, 140 So. Dearborn St.

GREAT BRITAIN—

London - The MacLean Company of Great Britain, Limited.
88 Fleet Street, E.C. E. J. Dodd, Director.
Telephone Central 12960. Cable Address: Atabek, London, Eng.

SUBSCRIPTION

Canada, \$1; United States, \$1.50; Great Britain and Colonies, 4s.
6d.; elsewhere, 6s.

PUBLISHED MONTHLY

Vol. XXXI. DECEMBER, 1915. No. 12

HOW DO YOU FIGURE PROFITS?

AT the risk of repetition we are going to pay attention again this month to the subject of figuring profits. Nearing the beginning of a new year, this is a good time to consider this problem which is vital to the success of any mercantile concern.

In a few weeks' time the majority of the retail booksellers and stationers throughout Canada will be taking inventories, and balancing up their books for the year to see whether or not the business of 1915 has yielded the desired profits. At inventory-time there is always considerable discussion regarding the correct way to figure profits. It is a well-known fact that many merchants fail in business because they do not figure their profits correctly. There is a variance of opinion regarding the correct way to figure profits, some merchants claiming that profits should be figured on the cost price of goods, while others state that profits should be figured on the selling price. Authorities who have made a close study of the question claim that it is scientifically correct to use either the cost or selling price as a base in figuring the percentage of profit, as long as it is stated and made clear on what base the percentage has been calculated. The vital issue, however, is the showing of net profit in dollars and cents at the end of the business year, when the inventory has been completed and the books are closed. And in order to make a satisfactory showing, it is necessary that a proper method of figuring profit should be followed throughout the year. Where many men make their mistake, and fool themselves, is in refusing to see or

acknowledge that any per cent. of a smaller sum is a smaller per cent. of a larger sum, or in other words, if 25 is twenty-five per cent. of 100, it is only twenty per cent. of 125.

Let us quote an instance showing how a retail merchant erred in figuring profits. "A merchant bought an article at \$1. His cost of doing business, so he said, was 25 per cent. (based on gross sales), and he wanted to make a profit of 10 per cent., so he marked the article to sell at \$1.35. His price should have been \$1.54 to make a 10 per cent. profit.

This merchant's cost of doing business was 25 per cent. of his selling price, but in pricing his goods he made the frequent and fatal mistake of only adding 25 per cent. of the invoice price. He also made a similar mistake in regard to his 10 per cent. profit."



KEEP OUT GERMAN-MADE TOYS

EFFORTS have been made in recent weeks in different parts of Canada to sell German-made toys. Agents of American houses have been endeavoring to sell German toys. No doubt these goods are part of some millions of dollars worth of toys which the British authorities permitted to pass through the blockade for the United States market.

In Canada the assumption of the salesmen trying to sell these lines to Canadian dealers, is that the latter can palm them off as having been in Canada before the war.

That won't do!

Every Canadian toy dealer should fight his hardest against any such false-pretence and demoralization of patriotism.

BOOKSELLER AND STATIONER calls upon them to meet this move by sacrificing all goods in stock of German manufacture and to be open and above board in letting their customers know all about the goods thus sold.

This will prove a remedy against any mercantile marauders who seek to contaminate the Canadian toy trade by insinuating German-made toys into Canadian stores at this time when every Canadian merchant should be devoting his utmost efforts in assisting to get the Canadian toy trade established on a sound basis.

Pile up the German-made goods and clear them out at less than cost. Conditions are such that in the market to-day they are not worth what they cost, so why shouldn't the dealer clear them out as inferior goods? But, by all means, they should tell their customers what is being done, and why.

Prices thus reduced will prove a boon to some poor people. Canadians who can afford it, will be glad to pay higher prices for Canadian-made toys.

It is up to the merchant to investigate every purchase made to satisfy himself that he is not buying goods of German manufacture.

1916 WILL SEE GREAT DEVELOPMENT

HERE is every promise that the loose-leaf business will make greater strides in the Canadian stationery trade in 1916 than has marked its progress in any previous year.

New manufacturers have equipped plants for turning out these goods and large United States concerns who have heretofore not paid adequate attention to the Canadian market, have linked up with well-established jobbing concerns, while those who have for years been represented have been encouraged by the greater volume of business which has been developing in Canada and consequently their representatives are going to the trade with more interesting propositions than ever. All these concerns may expect a good hearing from the retail stationers and it is certain that there will be many a closely contested battle by contending salesmen to get important accounts throughout the country. Even concerns who are strongly entrenched with leading dealers will have to fight to maintain this preference. Their prestige will be threatened by rival concerns.

Loose-leaf has been gaining ground for years but, as has been said, 1916 promises to witness its most decided advance in Canada.

All of this is most satisfactory, viewed from the standpoint of the retail dealer. With so much competition in the manufacturing end, profitable propositions for the dealer and good value for the consumer are assured, thus tending to solidify this department of the stationery trade, promoting greater interest and enthusiasm in its possibilities on the part of the dealers and stamping it as a permanent development to the extent of putting it in the "bread and butter" class of the stationers' stock in trade.



ETHICS AND SERVICE

"LET the buyer beware," was a maxim of old Roman law, thus condoning, if not actively encouraging sharp practices in business.

Even in more modern times the "do others or they will do you," policy has prevailed and in fact it is only in recent years that business has been influenced to any serious extent by ethics.

But a better day has dawned. The once despised avocation of trade has come into its own in comparison with the learned professions and the "square deal" is necessary to lasting success in a commercial career. One of the most significant evidences of this is the wonderful change that has come about in advertising. Not so many years ago, there was practically an understanding, though not specific in its nature, that gross exaggeration, amounting in reality to nothing short of lying, was a necessary element in effective publicity and naturally even when a busi-

ness man advertised the truth, his statements were discounted. "Truth in advertising," is now characteristic of reputable concerns everywhere and thus business has come to reach a higher plane until to-day the watchword of mercantile houses is Service.

Let that word S-E-R-V-I-C-E be a dominating influence with Canadian booksellers and stationers in the coming year.



INK MAKERS DESERVE CREDIT

THE makers of the standard brands of writing inks are entitled to not only the thanks of the trade, but support of a more substantial kind to the end that ink stocks in the stationery stores should be restricted to the lines of such manufacturers who adhere to the established practice of standardizing prices of inks upon the basis of recommendations by the stationers' trade organization in the United States, which recommendations would doubtless include the support of Canadian stationers, if they but had a trade association by means of which to thus put themselves on record as a body. This impels us to ask individual retailers to interest themselves in the subject of organization. If a few leading spirits were to do this, get into touch with each other and keep in communication continually, the idea would spread until organization on a sound basis would naturally ensue.



TRADE HELPS FOR BOOKSELLERS.

IN Great Britain The Publishers' Association has issued a joint catalogue comprising over two hundred pages of books suitable for holiday giving and thousands of these have been distributed in co-operation with retail booksellers.

In the United States a similar campaign has been carried out. There the list issued was smaller but was accompanied by more helps, such as wall posters bearing the words "Have you BOOKS on your Shopping List?" "Make this a BOOK Christmas!" and gummed poster stamps printed in colors, with this wording:

"What SHALL I give for Christmas? BOOKS make the most suitable gifts." That wording appears in connection with a neat design displaying an opened book. This was supplemented by the circulation of posters showing the poster stamp enlarged.

In Canada, BOOKSELLER AND STATIONER's special section comprising Publishers' Announcements together with arguments in favor of giving BOOKS FOR CHRISTMAS, featured in the November issue, was issued separately for sale at a nominal price to booksellers. Some of the more progressive dealers took advantage of this opportunity for effectively promoting Christmas book sales.

WHY SHOULD PARCEL POST BE OPERATED AT A LOSS?

RETAIL merchants generally are affected by the fact that the Parcel Post is being operated at a loss with consequent benefit to the large mail order department stores in the cities amounting to a decided injustice to other retailers. *Canadian Grocer*, one of the group of MacLean trade papers, discussed this editorially in a recent issue and it is interesting to reproduce here what the Windsor, Ont., *Record* had to say in dealing with the subject:

RETAIN PARCEL POST

"The *Canadian Grocer*, a trade journal, comes out with an attack on the Canadian parcel post system, asking, "Does parcel post pay?"

"The journal claims the parcel post system is clearly transferring the business of centres to a few big cities, and if this business is being done at a loss, it is up to the government and M.P.'s outside the big cities to deal with the matter." It goes on to say:

"If these are the facts, as they undoubtedly are, in these times of heavy and increasing taxation, it would be a great public economy to abandon the present parcel post system entirely and establish one on a self-sustaining basis."

"Parcel post has come to stay. There may be some adjustments in rates that will be found necessary and advisable, but the country does not wish to let private corporations like the express companies handle a public business that properly belongs to the post office department.

"Before parcel post was inaugurated we had experts go over the books of the express companies. The railway commission made an exhaustive enquiry. The express companies, which are owned by the railways, were making excessive profits. They were arrogant towards the public. They had traffic agreements that meant a dangerous monopoly and they were wont to ask the mere parcel consignor, 'Well what are you going to do about it?'

"Finally, patience ceased to be a virtue, and we established the parcel post as a natural public enterprise. Experience in this and other countries proves the wisdom of maintaining parcel post, despite its critics."

"Let us acknowledge, as the *Record* states, that Parcel Post has come to stay," replies *Canadian Grocer*. If that be the case, then why should it not be put on a paying basis? Those who use it are the ones who should pay for it. It certainly should not be an extra expense on the people of the country as a whole. If it is not paying to-day something should be done to make it pay. Otherwise it becomes a burden and not a benefit."

At present the Parcel Post System is being run for the chief benefit of the big mail order houses and

it is not paying its way. This naturally means that the people of the country have to make up the deficiency. The *Windsor Record's* attack on the express companies for charging excessive rates is no doubt justified. That is admitted. But it is not sound business for this charge to be transferred from the people using the express companies' service to the people of Canada as a whole, the great majority of whom never use this service from one year's end to another. Then too, if the rates of the express companies were excessive, the law of the land provided a remedy in the Railway Commission. Surely the *Windsor Record* or any other paper for that matter, which subsists chiefly on the patronage of its local merchants will see the injustice of a parcel post system that chiefly benefits the big stores in the distant centres, and which is not only being paid for by the people of Canada who are not using it, but is also doing an injury to local merchants in every small town and city throughout the country. Because it is not paying and because the mail order houses are the great beneficiaries we have the peculiar situation of retail merchants actually putting their hands in their purses and handing out money to their strong competitors—the catalogue institutions. Where is the justice of that whether the express companies' charges were exorbitant or not? In the latter case only those who used the express service suffered; in the former the pockets of those who do NOT use parcel post are touched.



STOCK KEEPING

STOCK keeping ought to be thoroughly classified. When you look up a word in the dictionary you don't hunt in several places. You find the letter it begins with, and the next and the next and you can soon tell to a certainty whether it is in the dictionary or not. A stock of merchandise naturally falls into classes, and each class falls into sub-divisions. If a salesman had an outline of the stock, and then would come systematically in touch with every variety, he could soon know perfectly every kind of pen, pencil, envelope, paper, or blank book in even the most complicated stationery stock.



ON THE USE OF WINDOW CARDS

APROMINENT retail merchant who has made a close study of retail conditions, in a recent address, stated as follows:

"I find a large number of small advertisers seem to be overlooking the merits of interior and show window cards. Very often you will see sales advertised in newspapers in spread-eagle style, yet you will find by visiting the store advertising in this manner that things are going along, both inside and out, just the same and with no more enthusiasm or action than if nothing unusual had been advertised. The use of attractive showcards catches the customer's eye.

Live News of the Stationery Trade

Intelligence Gleaned From All Parts of the Dominion—New Firms Established

Rocky Mountain House, B.C., Nov. 19.—M. P. Brown has purchased the drug and stationery business formerly conducted by J. L. Standish.

Toronto, November 6.—The death occurred here to-day of Anthony W. Croft, who was vice-president of the fancy goods firm of William Croft & Sons.

Berlin, Ont., Nov. 26.—J. P. Bender, bookseller and stationer, has anticipated the holiday rush by opening a special toy shop opposite the Market Hotel.

Vancouver, B.C., Nov. 1.—The Vancouver Toy and Novelty Co., Ltd., has been formed, with a capital of \$25,000, for the manufacture of wooden toys and fancy goods.

Sherbrooke, Que., October 27.—The stationery business formerly conducted by Mrs. Coderre has been purchased by M. Seigney, who has opened a new store in the Couture Block.

Ottawa, Nov. 1.—The Williams Printing Co. has purchased the stationery business of the Bank Street branch of Basil Reid, and will conduct it in connection with their printing business.

Seaforth, Ont., Nov. 20.—C. L. Williams has bought out the stationery store formerly conducted by Alex. Wilson, Seaforth, Ont. The latter is Colonel of one of the regiments shortly to leave for the front.

Hamilton, November 5.—The G. W. Robinson Co.'s department store has opened a stationery department for the holiday season, the stock including, besides book and stationery proper, other associated lines suitable for Christmas trade.

Frank J. Quinn, who has been associated in the stationery business in Grand Rapids, Washington and Montreal for the past thirty years, and is well known among the stationery trade, has been chosen secretary of the Chamber of Commerce of St. Joseph, Mo.

Congratulations are extended by Bookseller and Stationer to O. E. Barber, manager of the Cranbrook Book & Stationery Co., Cranbrook, B.C., who was united in matrimony with Miss Gertrude Wade, of Vancouver, B.C., and formerly of Cranbrook.

Port Colborne, Ont., Nov. 25.—W. H. Fleming, of Toronto, is the new proprietor of the Port Colborne Book Store. Besides handling a complete line of books, fancy goods, and stationery, Mr. Fleming will specialize in photo supplies, printing and developing.

Personalia.—J. C. Jaimet, the Berlin bookseller and stationer, was one of a goodly delegation who came to Toronto to hear Billy Sunday on the occasion of his recent visit to this city. Mr. Jaimet took advantage of the occasion to make the rounds of the wholesale houses, picking up likely goods for ready sale in the Christmas season.

Montreal, Nov. 18.—Messrs. Rainey and Mott, employees of the W. V. Dawson Co., who recently joined the 73rd Battalion for overseas service, were presented with serviceable wrist watches by the employees and members of the firm, Mr. E. Dawson making the presentation, and wishing them God-speed and safe return.

Exports to Canada.—The export of British writing papers to Canada shows a large falling off, according to a report in a British printing trade paper. During the seven

months ended July the quantity was 1,472 cwts. of the value of £3,606, decreases of 849 cwts. and £1,621 compared with the corresponding period of the previous year. Canadian mills report an improved business.

Walkerton, Ont., Nov. 21.—When will people learn the foolishness of buying from irresponsible pedlars? Last week this town had a visit from a couple more of those "something for nothing" fellows, and they appear to have done a pretty good business. They offered the Woman's Home Companion "for 48c a year," saying that the publishers were giving this magazine free as an advertising scheme, merely charging for the postage. One lady who had heard of a similar scheme being worked in another town, telephoned her husband who communicated with Chief Ferguson. The Chief rounded up the men, but did not have sufficient evidence to make an arrest, owing to the difficulty in communicating with the head office of the magazine in the United States. Those who parted with 48c, at least have a receipt as a souvenir of their investment, though they are not likely to receive any copies of the magazine.

Toronto, Nov. 25th.—Among the month's business changes in Toronto was the purchase by J. Sutcliffe of the stock in trade of the business which he sold out over a year ago. The people who took over the business at that time made an assignment a few weeks ago. Mr. Sutcliffe is putting his characteristic vim into this concern, but now his efforts are being directed toward clearing out the entire stock, being enabled to go to his old customers with a most attractive proposition by reason of his advantageous purchase of the stock at the assignee's sale. Mr. Sutcliffe has lost none of his old enthusiasm in the "Things Different" which formerly engaged his entire attention and his return to his old love has already manifested itself in the spreading of his own enthusiasm to the retailers.



DEATH OF JOHN MILLS

London, Nov. 8.—John Mills, a veteran bookseller of this city, and owner of one of its oldest retail concerns, died this morning, in his 82nd year. Born at Ayr, Scotland, he came to Canada in his 21st year. For a few years he resided at Hamilton, where he was married to Miss Catharine McClure in 1862. Shortly afterwards he removed to London and started a stationery business. He sold The Globe in the days of George Brown, and from the time "The Globe Special" train was inaugurated until the establishment of the "Flying Post" he was this paper's representative in London.

Mr. Mills was one of the first secretaries of St. Andrew's Society, of which he was a charter member. He kept in close touch with his business to his last illness, being down town during the past week. Acute indigestion developed into pneumonia within a few days.

Mr. Mills was a cousin of John M. McCallum, member for Paisley in the British House of Commons, and among the immediate surviving family are four grandsons, enlisted in the present war, two sons of Mr. Mills' daughter, Mrs. James A. McLaren of Toronto, and two sons of W. D. Mills of this city.

TRAVELLERS' NOMINATIONS

Toronto, Nov. 15.—The Commercial Travellers' Association's annual meeting for nomination of officers and directors of the Board of Management was held in St. George's Hall. James G. Cane, president, referred to the fact that they had given twelve thousand dollars to the Patriotic, Red Cross and other funds.

Nominations—President, Jas. G. Cane (elected by acclamation); first vice-president, Alec Cook, Geo. W. Moore; second vice-president, C. J. Tuthill (elected by acclamation); treasurer, E. Fielding (elected by acclamation); directors for Toronto board, S. Best, J. W. Charles, John Curtis, Harry J. Dodgson, F. W. S. Davis, John Everett, R. G. Hector, M. Matthews, R. W. Menzies, Walter Moore, E. W. McTear, J. McKenna, F. J. Zammers (nine to be elected).

The results of the ballot will be declared at the annual meeting to be held in St. George's Hall, Thursday, December 30th.



SELLING INK SPECIALTIES

Miscellaneous items are the magnet of the stationery trade always if properly displayed, drawing customers to your store, giving you the greater opportunity to sell staple goods.

All sell ink, but how many keep in stock, or how many display or have any means of displaying such miscellaneous items as gold, white, invisible or linen marking inks? Drawing, numbering machine and rubber stamp inks so well known and so generally used that they do not call for any special display, but the sale of the lesser known inks would increase many times over if a sample bottle of each were put on a display card, with price ticket attached. If the manufacturer would enclose with each dozen or carton a suitable card for the proper display of the article, both

manufacturer and retailer would be astonished at the increase in sales. At present the matter of display is left almost entirely to the initiative of the retailer.



COMMUNICATION

Calgary, November 19, 1915.

Editor Bookseller & Stationer,
c/o McLean Publishing Co.,
Toronto, Ont.

Dear Sir:

There is a matter which I wish to bring through you to the attention of the wholesale stationers and book houses in Canada. This is in connection with the shipment of goods by freight. Rule 14, Section "M," page 60 of the Canadian Freight Classification No. 16 states that "Unless otherwise provided for in this classification or subsequent amendments thereto, freight shipped in bundles will take the next class higher than in crates; and freight shipped in crates will take next class higher than in boxes." This seems to be a matter not generally understood by the shipping departments by a great many wholesalers, and I for one have consequently been obliged to pay double first-class freight on small shipments or parts of shipments which have been packed in parcels instead of in cases. This makes the freight from Toronto to Calgary on goods thus shipped \$5.76 per hundred pounds, or nearly 6c a pound.

Another matter about which most shippers are not careful enough is the proper classification of freight on the bill of lading. So many shippers classify their shipments as stationery, whereas many lines are entitled to a lower classification. As a concrete example, all kinds of scribblers and school blanks are entitled to the second-class rate in less than car loads, whereas if shipped as stationery they take first-class rate.

Yours truly, F. E. OSBORNE.

How Some Manufacturers Knife the Dealer

Trade Evils Disclosed by Committee Investigating Conditions Relative to Drawing and Artists' Materials.

INVESTIGATION by the special committee of the National Association of Stationers of the United States dealing with sixty-five representative retailers who included drawing and artists' materials in their stocks revealed that the stock carried was from \$500 to \$1,500 which was turned over two or three times a year.

Their report went on to say:

"The dealer, to make a success of any line, must have some degree of protection from cut-throat competition, or at least from that form of competition where a dealer's profit is not provided for or protected. A manufacturer cannot continue to sell dealers and consumers at the same price. He will lose his dealer's business. Also it costs more to sell and handle consumer accounts. The dealer's profit is a legitimate profit, every bit of which he is entitled to. The average dealer makes business. When he takes on a new line he creates new and, before that, unheard-of business for that line in his particular territory. The very fact of his having the goods in stock where they can be seen creates a desire for them in the minds of his customers, and his being able to exhibit and explain them gets for him a certain volume of business that all the catalogues in Christendom can't take away from him. The

discouraging feature now is that there are certain customers who will look at the dealer's stock, examine it closely, thus satisfying themselves that it is exactly what they want, and then order it direct from the manufacturer from whom the dealer buys, and at a lower price than the dealer can sell for and make any profit. This is a condition that must be remedied before the dealers of this Association will show any great enthusiasm over the drawing and artists' material end of their business.

"The committee work of this Association has established this fact, 'The stationer can handle drawing material,' and a fact needs no further elaboration. We believe that we have also demonstrated the fact that the stationer is the best retail outlet for drawing material, and that he is entitled to more protection and more encouragement than he has received in the past. This would indicate that your committees are serving a useful purpose.

Happily there are signs that the manufacturers are beginning to realize the needs of better conditions, or at least some among them are very actively endeavoring to make the others realize the need of closer co-operation, and let's hope that we can look for relief from that source during the next fiscal year."

Something About Publicity Methods Successfully Adopted by Some Prominent Canadian Dealers

In getting the public into the book-buying mood this firm has been making wide use of a rubber stamp with this wording:

This stamp is used for stamping newspapers, envelopes, packages, etc., and the firm found the idea very effective along with their other general advertising.

Retail stationers throughout the country should keep their eyes on such live concerns as Ryrie Bros., of Toronto. In Ontario especially, retail stationers have reason to know that stationery, leather goods and other articles going to make up the stock of the regulation book and stationery shop, are sold at the Ryrie store, because goods go out from that store to purchasers all over the province. Good advertising is what accounts for it. If the stationers in the small towns were using advertising and window display ideas in keeping with those of Ryrie Bros. they would not suffer to nearly so great an extent by reason of competition of stores in larger centres.

In bringing Personal Greeting cards to the attention of prospective customers, whether by means of newspaper advertising or by personal introduction, stationers and their sales assistants should emphasize the fact that these personal greeting cards are simply remembrances, not gifts. They may be sent to friends to whom it would be out of the question to send a Christmas present. Personal greeting cards are always acceptable, always appreciated, anywhere and under all circumstances. The alert retailer will be quick to appreciate the advantage of offering such suggestions to people because it will set them thinking and induce them to think of quite a list of persons to whom it would be desirable to send these personal tokens.

Henry Morgan & Co., Limited, Montreal, in one of their newspaper advertisements of their annual fall sale of books, used a fifteen inch double column space to good advantage by devoting the upper half of this space to Editions De Luxe, such as the Pickwick Papers, David Copperfield, The Old Curiosity Shop, Rubaiyat of Omar Khayyam, Idylls of the King, etc., while the lower half of the space was divided, the two columns being devoted to 50c. fiction and 25c books for boys and girls respectively.

Reduction of a newspaper advertisement which occupied five columns,
full depth of page.

Some advertising experts say that the best time to advertise is when business is poor. Thus, in slow seasons profitable business may be created by good advertising, whereas without this advertising there would not be sufficient business offering to meet running expenses. There is logic in that argument, isn't there? But, equally logical is the opinion of other specialists who say that the easiest time to attract trade by means of advertising is at the time when people are naturally inclined to buy. Such a month is December. The advocates of both theories are correct. Therefore, the time to advertise is all the time.—F.I.W.

Toy Making in Canada Becoming an Extensive Industry

Something About New Concerns Established in Canadian Cities—Descriptions of Some Newcomers in Games and Toys

EVERY month additional news comes of the growth of the Canadian toy industry. Reference has already been made to new industries established at St. John, N.B., Quebec, Montreal, Toronto, Calgary, Vancouver, Oshawa, Newmarket and other towns. Further information from Vancouver indicates that the efforts there are going forward along comprehensive lines and the object in view is to manufacture there practically all the toys sold in that city and throughout that province. This, of course, is a rather ambitious programme and was perhaps made without due consideration as to the expectations of other Canadian toy concerns. Rocking horses and acrobatic clowns are the items being manufactured extensively by the Vancouver toy works this year.

The concern is under the wing of the Vancouver civic relief department.

The News-Advertiser, of Vancouver, credits J. E. Bricker, of the Civic Employment Department, for the making of various patterns for toys to be made, including a novel one for the clown. It is made especially for the younger child's amusement and consists of a small wooden clown about seven or eight inches long, fastened on a small piece of wire and placed upon parallel bars about six inches high and about 19 inches long. When the child starts it whirling around it will travel from one of the bars to the other, and it will go as fast as the child wishes it to travel. The pattern of the rocking horses is similar to that of the horses that are so commonly seen in toy stores at Christmas time, but smaller.

At present the toy-making is being done at the Relief Headquarters and at the homes of the men employed, but if the venture meets with the success that is anticipated, a factory will be equipped.

The Macmillan toy soldier works is a new concern recently established in Toronto. These toy soldiers are made in various sizes and assortments at practically all prices up to a \$25 outfit.

Some New Toy Lines

The selection of games this year is unusually large, and also the number of games shown of real merit is very high. War games have a big place, and so have the games that teach and train. Among the new parlor games is "Bolo," a game that is played exactly like bowls, only the alley becomes a square table and instead of the heavy balls a rapidly spinning top and ten pins are used. The top is wound and set in the groove, and the string pulled strongly. The top scatters the pins, and the strikes and spares are counted exactly as in bowling.

Automobile Racing

Another good game is the "Speedway." This game centres around automobile racing, and consists of a realistic miniature racing track upon which are operated three racing cars of up-to-date type. The track rests on a pivot, and motion is given by a slight rocking motion. The cars can be made to race at any speed up to 80 laps per minute and the operator can make any chosen car pass and gain on the others in the field. The cars and the tracks are realistically finished in colors.

Play suits are not new in idea, but the improvements make them practically a new article. Besides the Indian chief and squaw, come cow-boy and cow-girl suits, boy

scout, fireman, rough-rider, sailor, Tommy Atkins and other military outfits. Wig-wams can also be obtained.

Among metal toys comes a splendid line of doll's furniture. These articles are stamped or cast and are finished in white enamel or ebony. A dining room set that retails for 50c consists of table settee, rocker and four dining chairs as well as a grandfather's clock. Other sets can be sold as low as 10c and 25c.

Have you seen the Bugville games: five games in one? There is Bug Alley, Humbug, Woozy-Bug, Bagatelle and Buggy-ride. These games come in a large colored box and are played with a set of four life-like, metal bugs done in brilliant colors. There is also a set of colored bug ten pins, and various other devices.

Machine Guns

The latest word in toy guns is a machine gun that looks and shoots like its big brother at the front, and is modeled along the same lines as the latest rapid fire military guns. It is simple and safe to operate and shoots as fast as the crank is turned. It will shoot 100 shots without reloading, the limit being the length of the tape. Thirty-six shots come with each gun and additional ammunition is supplied at small cost.

Here is a toy with a history that ought to sell it. Thirty years ago to amuse his little girl a man made the first model of this toy. It could be turned into a cradle or a bed. The girl, now grown into a woman with a little girl of her own, wanted a toy like it for the granddaughter to play with. In its new form this toy has five changes instead of only two.



A Tribute to Canadians

Correspondent in England Incidentally Complains Against Action of Allowing \$150,000,000 Worth of Toys Through the Blockade Into U.S.

Following is from a letter written by an Englishman to a Winnipeg friend:

"One of the main topics of conversation here is the news that Canada is gathering together another 100,000 men, making nearly a quarter of a million—and what sorts, too! The best in the world! We have a very close affection for the Canadian boys here. At one time we used to look on them as cousins, but, to a certain degree, strangers, while now they are brothers—in fact, they are 'us.'"

Sit in Parliament

"When this war is over, there will be Canadians sitting in our parliament, and after what you have done, we could do no less than give you a say in Imperial affairs. That's one thing the Kaiser has done—taught us what good chaps you and the Australians are."

"Well, what do you think of the war now? We think we are at the beginning of the end, although the end is not yet in sight. If only our men in parliament would give our navy their heads, I think it would be finished much sooner, but now I see that, although the navy has got them absolutely strangled, we have called them off to let £30,000,000 worth of German toys go to America, and for which they will be paid in cash."

Japs Seek Toy Trade

Japanese Newspaper Tells of Efforts to Crowd Germans out of Chinese and American Markets

NOT content with worsting Germany in arms, Japan is trying to beat her in the toy trade also. How great is the determination of her toy merchants and how strong her confidence in their ultimate victory is shown by what the chairman of the Tokio Wholesale Toy Merchants' Guild has to say.

The two great fields where they are trying to extend their activity are China and America. The fact that the Japanese and Chinese are "co-racials and co-literals" makes China a highly promising field for the toy merchants here.

Their very origin entitles Japanese toys to be regarded as great curiosities by the Chinese, so that their manufacturers need exercise but little ingenuity to make the goods suitable for the Chinese market.

The case is not so simple with America, however, where juvenile tastes or inclinations are very different from those in Japan. And yet the paucity of the varieties of toys ordered from beyond the Pacific has been more than compensated for by their value in dollars, so that America has been Japan's best customer in juvenile playthings.

"Germany is not the unique toymaker she is commonly supposed to be in our country," says the chairman. "They do not know the actual condition of the trade who say that Japan cannot even dream of equaling, much less excelling, Germany in the production of ingenious playthings.

"At Nanking and Hankow, for instance, it appears to be generally recognized that Japanese toys are not only equal to the German ones in quality, but are decidedly cheaper and therefore preferable.

"It is true that German articles are used for window shows, but they never sell. Those that sell best are Japanese toys sold at second and third-rate stores. This is but natural, considering their price and quality."—*Japan Times*.

Promoting Toy Making

London, November 11.—The Westminster Gazette, warmly praises the Canadian Handicraft Guild's effort to establish toy-making in Canada thereby not only helping maimed soldiers returning from Europe, but also keeping money in the country which formerly went to Germany.

The Handicraft Guild exhibition will take place in Montreal early in December under the distinguished patronage of their Royal Highness the Duke and Duchess of Connaught.

Something new in the line of toys, very appropriate for war times, have been marketed by Woodstock's new toy factory, the Swift-Waterland Co. The Battleship and Submarine game is an attractive arrangement in which the submarine blows up the warship. The Armored Car is mounted on wheels, has a rapid-fire gun on top that shoots seven shells at one loading.



THE CRIMSON GONDOLA

A tale of Venice and Constantinople at the beginning of the 13th Century is "The Crimson Gondola," the latest historical romance by Nathan Gallizier, author of the "Hill of Venus," "The Sorceress of Rome," etc. A copy of the new novel came this month from the Page Company, of Boston. It is an artistically gotten up gift edition with a series of colored plates. The story concerns itself with the fortunes and adventures of Audran de Vere while in Constantinople on a mission to take the

Lady Eleanor of Montferret from the witches' cauldron of the Greek capital. The action of the story takes place at the time of great tension between Venice and Constantinople culminating in the fourth crusade and the Latin conquest of Constantinople.



MACLEAN'S FOR JANUARY

Of late MacLean's Magazine has been scoring repeated triumphs in enlisting among its regular contributors, Canadian authors who have gained world-wide prominence in letters. The latest acquisition is Robert W. Service, who will be represented in the January MacLean's with a war poem entitled "The Lark," the first of a series of war poems which will appear in this magazine. The same issue will have "A Fifteen Year Prophecy," by Stephen Leacock; "What Lack of Ships Costs Canada," by Agnes C. Laut; "The Return of Julia Arthur," an article by Geraldine Steinmetz on the return to the stage of this Canadian star; "The Dance of the Decimals," a sketch of Herbert Ames, by H. F. Gadsby; "Canada's Farmer Premier," a sketch of Norris of Manitoba, by Norman Lambert; "Porteous, V.C.," a strong war story by Alan Sullivan, and a humorous story entitled "Small Profits and Quick Returns," by another Canadian story teller, A. C. Allenson. All these in addition to the regular features that have won such a high place for MacLean's in Canadian homes.



NEW IDEA IN CREPE PAPER

A new idea in crepe paper introduced this month by the Copp, Clark Co. is embodied in the series known as "Domino" and "Pastelle" stripes. The former are of very decided colorings, while the latter are of softer tones. The stripes are half an inch wide, each of the folds being of two-color combinations, and there is a big variety of these combinations, affording a wide choice for the use of these new designs for many different purposes, notably for use in making striking backgrounds for window displays and for use as decorations or costumes for such events as carnivals, bazaars, etc. The new line can be made the means of developing extra business for the stationer who will give it prominence in his displays, both in his windows and inside the store.

The same applies to the similar patterns which have been worked out in combination with floral designs in crepe paper table napkins being introduced by the same firm.



STORY INSTRUCTION BOOKS

For little girls, a most creditable and unique series is that comprising Jane Eayre Fryer's story-instruction books entitled "The Mary Frances Sewing Book," "The Mary Frances Cook Book" and "The Mary Frances Housekeeper." In the first of these the story is told of how the Thimble People taught Mary Frances to sew, and it is so quaint and delightful as to appeal strongly to a child's imagination, leading the reader on irresistibly to learn what Mary Frances learned. The actual teaching thus imparted adds immeasurably to the merit of the book. Similarly meritorious is the cook book, telling in a most winsome manner of how Mary Frances learned to cook; and the adventures among the "doll people" set forth in "The Mary Frances Housekeeper," taking advantage of the childish instinct to play house, instilling in the minds of the little girls the fundamental principles of good housekeeping. This story form of teaching is to be commended, because play, properly directed, is the most powerful educative force in a child's life—stronger than school training and more lasting than endless admonitions.

Attractive Xmas Card Suggestions

Eleventh of series, Cardwriting Made Easy

AS regularly as the Christmas season comes around the question arises in the cardwriter's mind: What about Christmas Cards? You feel the desire for something new, something different. You want to get away from that stiffness which is often displayed on lithographed cards. So hunt up all your Christmas ideas, anything of a holly or poinsettia nature, Winter scenes, pictures of Santa Claus, and let us see what can be made from them that will look new and different to other years' cards.

Illustrations and ideas for illustrations can be secured from many different sources. The main one is from the Christmas postcards. You can obtain more ideas from these than all the others put together. They seem to obtain limitless suggestions which can be worked up into attractive holiday showcards. From magazines, journals, children's Christmas books, etc., many useful ideas can be obtained. Whenever you see a suggestion that can be worked up into a showcard, keep it, because if you cannot use it immediately, you will later.

A spray of holly leaves makes an exceptionally good one for copying, especially if there is not much detail about it, such as the one shown in Fig. 1. Fig. 1 illustrates the different steps required in order to make a completed drawing. When you have obtained a good holly spray, one that is suitable for the corner of a card, place a piece of transparent tracing paper over it and trace the main lines with a soft pencil. When this is done place carbon paper under tracing tissue and place in desired position on the card, then trace again all lines. These will be very light and this must be traced with a coarse pen and waterproof ink. It is imperative that waterproof ink be used because of the coloring operations.

The final stage to complete the drawing is the coloring to make it look like natural holly. Use only transparent colors for this work. If only a small amount of work is

to be done, use transparent photo tints, but should you require large quantities of color it is advisable to use bottle inks or mix them from aniline dyes.

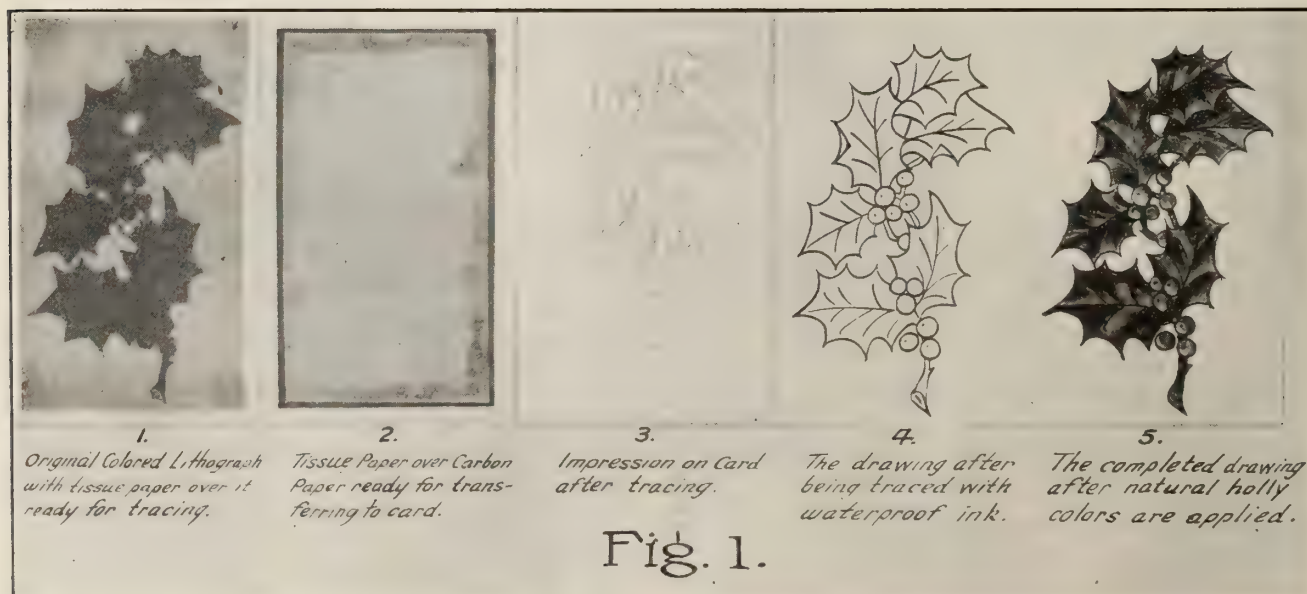
To color the leaves, first apply a light coat of pale green. When dry, shade with the darker color in desired places. The berries should be of a bright scarlet, touched up with white and black, to give a round appearance.

Experience is the best way for you to learn to shade these drawings. Always keep a blotting paper within reach in case you add too much color; in such case the blotter will absorb the surplus fluid.

The Cards

The collection of cards shown gives a fair idea of many ways in which to work up Christmas cards. I do not pretend to say that there is any great work of art about any of these, but the idea is to assist the beginner to make a good, presentable card for Christmas. The followers of these lessons will find in these cards what I have taught in the previous lessons and when there is anything that is new I will endeavor to explain as I go along.

Card No. 1 has a very simple layout, but do not neglect to measure it all accurately before applying the pen or brush. The two illustrations must be equal distances from the ends of the cards and also parallel with the edges of the card. They must be placed the same distance from the bottom as from the top. These points are absolutely necessary on cards where two similar illustrations are used in the same manner. The heavy ruling on this card is a pea green shade and applied with a number six red sable writer. The color must be in good flowing order, not too thick. The fine line ruling is of black ink made with a stub pen. The heavy square-faced lettering is of black and made with the No. 6 brush as already shown. The small lettering is the work of the stub pen which was used for outline work in the first two lessons of this series some months ago.





The scrolling has not been taken up as yet in lesson form, but must be made very quickly with very little color in the brush. The color used must be of a light shade, such as pale mauve, so as not to detract from the reading matter and yet harmonize with the green border.

These two illustrations were taken from two postcards. They are both Winter scenes and give that Christmas feeling which all Christmas cards should impart.

Card No. 2

Card No. 2 is not one of a showy nature at all; in fact, it is inclined to be the opposite. The only thing about it which denotes Christmas is the design in the corner. This is drawn on the card, not cut out and pasted out as in the previous case. The design was taken from a private greeting card with the exception of the monogram in the centre which was added. The border on this card can be made a bright green and the narrow ruling black. The heavy lettering was taught in lesson No. 8 and the shading in last month's. Cards after this nature can be used in the better class of displays.

Card No. 3

The evergreen trees laden with snow, shown on card 3, are drawn with pen and ink, and were taken from a newspaper illustration used in last year's Christmas advertisements. This was transferred direct from the newspaper to the card by means of carbon paper, on account of the thinness of the paper, which allowed an impression to go through it. When the paper is too thick for this the method shown in Fig. 1 is the best.

The waterproof ink is used for tracing and the transparent colors are used to color the background. Leave the trees the natural cardboard white. The heavy ruling around the oblong panel is made with one stroke of the flat brush and the fine line is ruled with the stub pen. The lettering is the same as taught in previous lessons. Any name can be substituted at the bottom. You should have no difficulty now in being able to master this work.

The children must not be forgotten by the showcard

writer. They are just as important when it comes to getting the Christmas business as the grown-ups. So we must make showcards that will attract their childish eyes and fill their hearts with gladness, and what more does a child desire than to see the smiling face of old Santa. To them he is quite real and they dearly love to think and tell of what they want St. Nick to bring them. So I think a showcard with a picture of Santa Claus on, in a display which interests the children, is a good business-getter. Card No. 4 is just one of hundreds of different suggestions for children's Christmas showcards. The illustration was taken from a lithographed postcard. The lettering is a square-face block type as taught before. The little spray of holly was drawn with waterproof ink and colored with natural holly colors. The scroll work can be done in either gale green or gilt. The wide border is of pale green and the narrow ruling is made with the pen.

Use of Illuminated Capitals

Card 5 shows the use of the illuminated capitals. Illuminated caps are used extensively throughout the showcard world and I can safely say that there is no branch of the work where more variety can be had. The different styles and designs are almost limitless. This card in particular shows a fancy "G" with two-tone green used to make it stand out; pale green for the background and darker green for the shadow of the letter. It is necessary that a white space be shown all around the letter.

This card shows a few leaves and a Christmas bell cut from a postcard. The bordering is one that was taught in last month's lesson. This style of lettering has not been taken up as yet, but is the work of the stub pen. A small brush would do the same work.

Christmas From Start to Finish

Card No. 6 is an exceptionally fine one for all classes of displays. It is Christmas from start to finish. The Winter scene with the holly entwined around it and the snow-covered letters, all make it a good card for any

(Continued on page 26)

Live Business in Books in Montreal

Budget of News Gleaned in Interviews With the Booksellers—Special Efforts in Getting After Greeting Card Business.

By MacLean, Montreal

TWO of the leading booksellers have adopted schemes during the month of December which have many good points to commend them, but possibly have been tried out before in other cities. Both Chapman's Book Store and the Montreal Book Room are located a short distance from the main business thoroughfare of the city, and both have learned from previous experience that it is difficult to move around when the big rush is on. Chapman's have taken a vacant store a few doors nearer St. Catherine street, in which they are showing cards, calendars and stationery. These are displayed ideally on low tables, and are in charge of several girls. It can be readily seen that this will take a large part of the crowd and worry away from the main store. The Montreal Book Room went so far as to engage a vacant store on St. Catherine street during the rush period.

At this date it is a little early to say what the public are going to buy in the way of stationery this year. In the way of Christmas cards, there is a marked demand for patriotic designs, and greetings are of a restrained nature—not so much of the "Merry Christmas" idea about them.

It will be remembered that last year many dealers predicted that the public would buy books for gifts at Christmas, as they were not too flush with money. Booksellers, strange to say, are cherishing the same hope this year. "We have always noted," said one of the leading dealers, "that when times are not too good, people buy books, as for the least money they can give their friends the most valued gifts."

There will be the usual heavy demand for standard authors this year; in fact, the demand for Dickens and Thackeray in sets and small leather editions has already opened up.

War stuff is selling as well as anything just now, although not for Christmas gifts. There is also a rather good demand for works of Russian authors. Among the best sellers of war books are "Ordeal of Battle," by F. S. Oliver, "A Woman's Diary of the War," by S. Macnaughton, and "A Hilltop on the Marne," by Mildred Aldrich. The last of these is an especially good seller. It was written by an American woman, and is perhaps the most interesting book on the war, since it was written without any object except to please, has no military value, but is a genuine account of happenings, written without view to publication. This woman had just decided to settle in France, and began this series of letters in June, 1914. She proceeded to write through the war, and the tide turned somewhere near to her cottage on the hilltop.

A Montreal dealer took a chance on this book, bought it in small lots, each of which was cleared out quickly. Another war book which has been moving almost as quickly is "My First Year of the Great War," by Frederick Palmer. There are a number of other good sellers, such as "Pentecost of Calamity," "J'Accuse," by A. German, "The Note Book of An Attache," by Eric Fisher Wood, and "The Soul of the War," by Gibbs. There is another worth mentioning—"The War Lords," by A. G. Gardiner, which is one of the best sellers.

Getting away from war stuff to new fiction, the following are some of the new works which are meeting with favor from the Montreal public. "Dear Enemy," by Jean

Webster, author of "Daddy-Long-Legs"; "K." by Mary Roberts Rinehart, and "Eltham House," by Mrs. Humphrey Ward. It is difficult to pick out any outstanding work as the best seller, there are so many good ones. "The Research Magnificent," by H. G. Wells, is among the best; then there is "The Bent Twig," by Dorothy Canfield, who wrote "The Squirrel Cage." It is very new, but from all appearances it is going to sell. Joseph Conrad's works are selling well at the present moment. Other good works are "Beltane the Smith" by Jeffrey Farnol, "These Twain," by Arnold Bennett, another Five Towns story, which is going to have a big sale.

One could go on picking novels which will have a big sale over the holidays. For instance, a book which is just in, and which promises well, is "The Bronze Eagle," by Baroness Orczy. Two books which are not new, but are good sellers, are "Secret History," by C. N. and A. M. Williamson, and "The Little Iliad," by Maurice Hewlett. The last of these has been out about two months, and is bought by people who appreciate good literature. Many repeat orders have been placed by people who have read the book, and wish to give them to their friends.



A New Bookstore

Mountford's Bookshop is a new retail establishment at 1017 Laurier Ave. The doors were thrown open on Oct. 20th. Mr. Mountford was formerly manager of the book and stationery department of the Robert Simpson Company, Toronto, and latterly of the same department of Goodwin's, Limited, Montreal.



ATTRACTIVE XMAS CARD SUGGESTIONS

(Continued from page 25)

store. The snow scene was cut from a small picture and retouched with white to make the snow stand out more prominently. The spray of holly was drawn free-hand, not being copied from anything in particular. This holly should be drawn with the pen and waterproof ink and colored lightly with green and red. It should not be made as heavy as the holly shown in Fig. 1 because the scene is the main thing on the card and the spray must not detract from it.

Snow-Covered Lettering

The snow-covered lettering is an innovation in these lessons. The style of letter is the same as taught in previous lessons and as shown on card 4. After the lettering is made and dry, apply white to the top sides of the letters, having it hang down to give it a natural snow appearance. The shading is applied to make the work stand out in relief.

The illustration on card 7 was taken from separate postcards, the holly square from one and the birds from another. This class of showcard is exceptionally fine for dainty displays.

The letters at the bottom of this card can be changed to suit the firm for which the card is used.

The Best Selling War Book of the Month

A Review of Frederick Palmer's—"My Year of the Great War"

By FINDLAY I. WEAVER

EDITOR'S NOTE.—Departing from the usual course of reviewing the best work of fiction, the best selling book in non-fiction has been chosen this month, as the subject for review. It is not surprising that this should be a war book, for in the shoals of books dealing with the war which have been appearing, even after the countless volumes, good, bad and indifferent, which were rushed through in the first weeks of the war, there have been a goodly number of most meritorious volumes. Neither is it surprising that this best-seller among books of the war should be the work of Frederick Palmer, most noted of war correspondents.

SELDOM has a book of non-fiction been received with such acclaim as was accorded Frederick Palmer's volume, "My Year of the Great War," published in November. It created a veritable sensation in the book world. As a war correspondent Frederick Palmer is at the head of his profession. He was through the Spanish-American war, the Russo-Jap war and the Balkan wars, and in the present war was the accredited official correspondent of the American press with the British forces at the front.

His experience and his knowledge of warfare are such as to hold the confidence and respect of the highest military officers and this is reflected in the nature of his despatches from the front which have been published in leading newspapers in the United States and Canada.

In the opening chapter, dealing with the question as to who started this war, the authors refers to the many analyses of the White, Blue, Yellow and Green Papers of the respective Governments, but the comment on these is that "One learned less from their dignified phraseology than from the human documents that he read between the lines." The remark of a practical German, is printed, to the effect that Von Bethmann-Hollweg blundered in a diplomatic sense when he talked of a treaty as "a scrap of paper," but, adds the author, "Von Bethmann-Hollweg, said in public what was universally accepted in private."

The following remark of a practical Briton is also reproduced: "It was a good thing that the Germans violated the neutrality of Belgium; otherwise, we might not have gone in, which would have been fatal for us. If Germany had crushed France and kept the channel ports, the next step would have been a war in which we would have had to deal with her single-banded."

From the fact that Palmer was elected by Lord Kitchener as the only American correspondent to be permitted to go to the British Headquarters in France, the exceptional value of the book will be appreciated, for its graphic portrayal of the actual life of the British soldiers in the trenches and to Canadian readers it makes a special appeal because of the particular attention Mr. Palmer pays to the Canadian fighting men, whom he speaks of as "Home folks to the American." For instance, he cites an experience of one dark night in February when he was one of a party in a motor car making its way with difficulty through a slough of a road when a voice sang out from the darkness back of the trenches: "Gee! Get on to the bus!" The effect of that exclamation, the author sets down as follows: "I was certain that I might dispense with an interpreter. After I had remarked that I had come from New York, which is only across the street from Montreal, as

distances go in our countries, the American battling about the front at midnight was welcomed with a "glad hand" stretched across the imaginary boundary line which has and ever shall have no fortresses."

The author proceeds to marvel at the oddity of finding Canadians at the front in Europe, with a man from Winnipeg and perhaps a "neutral" from Wyoming in his company, fighting Germans in Flanders! "A man used to a downy couch and an easy chair by the fire, and steam-heated rooms, who had ten thousand a year in Toronto, when you found him in a chill damp cellar of a peasant's cottage in range of the enemy's shells was getting some-

THE BEST SELLING BOOKS IN CANADA

Fiction

1. Michael O'Halloran. Gene Stratton Porter84
2. Beltane, The Smith. Jeffery Farnol69
3. The Moneymaster. Sir Gilbert Parker
Moonbeams of the Larger Lunacy. Stephen
Leacock49
4. The Lost Prince. F. H. Burnett40
5. A Far Country. Winston Churchill37
6. Anne of the Island. L. M. Montgomery36

Juvenile

Children's Story of the War.

Non-Fiction

My Year of the Great War.

thing more novel, if not more picturesque than dog-mushing and prospecting on the Yukon; for that contrast we are quite used to."

Further references to the Canadians at the front are to the effect that they enlivened life there, having more "zip" to them than the thorough-going Britisher. But, while there is a greater degree of the "cameraderie" when the author speaks of the Canadians, he is none the less truly appreciative of "Tommy Atkins" and his fighting qualities. "Some people," he writes, "have said that Tommy is not patriotic. He fights because he is paid and it is his business. That is an insinuation. Tommy does not care for the "hero stuff," or for waving flags and speech-making. Possibly he knows how few Germans that sort of thing kills. His weapons are bullets. It seems to me that Tommy is a very practical sort of patriotism, free from cant and the way he refuses to hate and get excited, but sticks to it, must be very irritating to the Germans."

Not only does the book give detailed descriptions of actual experiences of the soldiers' life in the trenches, in addition to a running account of the whole year's operations at the British front, with extra attention to the more important engagements, but the British fleet comes in for exceptional notice in an account of the author's visit to the fleet which he found at "the entrance to a harbor." By no means the least interesting portions of the book is that devoted to Britain's sea force and the significance of its strength as a determining factor in the Great War.

Mention should also be made here to the merit of the earlier chapters dealing with the causes which led up to the war and the part played by Belgium in the early days of the fighting.

Altogether it is a remarkable book, deserving of the widest attention. No more intensely human account of the war has as yet appeared in book form.

Some Books of the Month

Meritorious Volumes Dealing With the War — New Volumes by Canadians and About Canada—Late Fiction

A WORTHY MESSAGE

Another really creditable "war book" is Eric Fisher Wood's "The Note Book of an Attache," just published by McLeod & Allen, of Toronto. He was studying architecture in Paris at the outbreak of the war, and within a week was a volunteer worker at the American Embassy under Myron T. Herrick. Shortly after that came his official appointment as a member of the staff. Seven months of most interesting war time experiences are covered in his book, that period beginning with those ominous days when Paris was daily fearing capture by the Germans. The author writes as a neutral, and ably maintains that attitude throughout his book, a fact which adds significance to much that he has to say, which coming from a French or British writer might, not although without reason, have been construed as being affected by the natural bias of the writer. One of the premises of the book is that France was prepared for German attack but on the Franco-German frontier, not through Belgium. "It is to be remembered that a mobilization which it has taken years to plan out, and which involves millions of men cannot be changed at a moment's notice. Had the Germans attacked across the Franco-German border, they would have found the French army awaiting them behind the fortresses of Verdun, Toul and Epinal, and it is almost certain that they would never have arrived within two hundred marching miles of Paris. No one knew this better than the German staff."

It is the presentation of facts such as these that helps to establish the assumption that France respected Belgian neutrality and confidently expected that Germany would do the same, a trust that almost resulted fatally for the French nation as it exists to-day.

"Had it not been for the unexpected and heroic resistance of Belgium, and the masterly retreat of the small British army, Germany's foul blow might have resulted in the capture of Paris toward the end of August."

This book provides highly interesting reading for those who would add to their knowledge about events during the early months to supplement the fragmentary newspaper despatches.

AN AMERICAN'S FRANK CONFESSION

"We Americans are an almost offensively patriotic people, so far as words and symbols are concerned. We scatter insults and missionaries with wasteful zeal and assume that our high opinion of ourselves is shared by the world at large. Our school children learn this doctrine, which is perpetuated by our colleges, our preachers, our papers, and our seekers after office. We have admitted negroes to citizenship; yet while we have branded as undesirable the disciples of Confucius, our slums are crowded with immigrants from the Mediterranean who constitute a menace to our political future; and we bar our gates against the Japanese, who make a religion of cleanliness and whose lives make their country a by-word for chivalry. We have flaunted in the face of Europe a so-called Monroe Doctrine, which forbids the great Powers from introducing stable government among the Latin-American States; and we threaten these Powers with war, if they take steps to collect their debts, while we ourselves do nothing to command either fear or sympathy south of the Rio Grande. There are no surprises to him

who studies history, and this great war has surprised no one save those who seek their light from the Priests of Pacifism."

The foregoing is one of the frank paragraphs in Poultney Bigelow's book, "Prussian Memories, 1864—1914," a copy of which has reached the editor from Putnam's.

The author is a son of the late John Bigelow, a former United States Minister to France, and he spent many holidays in Prussia and has later paid many visits of some length to Germany. He has crossed the ocean ninety times and has circumnavigated the globe four times. He sums up the result of his observations of people by saying that it is now hard for him to see that one race is superior to another, save for a short time under exceptional conditions. He has some frank criticism of his own people.

Like other writers who are citizens of neutral nations, in discussing the causes and progress of this Great War, and speculating upon its result, Mr. Bigelow has no hesitation in placing the blame upon Prussianized Germany. Mr. Bigelow, it is evident, regrets that his country, the United States, remains neutral.

BUCHAN REVIEWS YEAR OF WAR

The eighth volume of "Nelson's History of the War" by John Buchan, issued in November, deals with the mid-summer campaigns, and battles of the Warsaw salient, and there are appendices relating to the "Lusitania" question, the Right of Neutrals, the British Naval Achievement, the Surrender of Garua and the British Fleet at Gallipoli.

The opening of this volume, which brings the history to the end of the first year of war, is in the nature of a review, going back to the murder of the heir to the Austrian throne at Serajevo. Concluding this review, the historian sums up the situation on June 25, 1915, as showing Germany as possessing a machine strong in material but declining in man-power, while the Allied mechanism was conspicuous in its man-power, and weaker, but slowly gaining and moving towards an equality, in its material. On that anniversary date, "Optimism was out of fashion, but none the less, on a dispassionate survey of the case, the conclusion for the Allies would have been optimistic." In the statistics of casualties the losses of the Teutonic League are placed at well over 5,000,000, and those of the Allies less than 5,000,000, covering the first year of the war. "The Teutonic League had lost absolutely more men than the Allies, and had nothing like the vast Allied reservoirs from which they could be replaced."

BELGIAN WAR REPORT

The fighting in Belgium to the end of 1914, are exhaustively dealt with in the report of the Belgian Commander-in-Chief, issued in book form under the title of "The War of 1914, Military Operations in Belgium, in Defence of the Country and to Uphold Her Neutrality."

On reading this report, sober in tone, and strictly confined to fact, it is apparent that from the first day the Belgian military authorities had conceived a plan of defence strictly appropriate to the conditions of the threatened conflict, and never ceased to carry its realization into effect with firmness and unity of action.

This plan was to hold the greatest possible part of Belgium against invasion on such lines of defence that

resistance might be made in concert with the forces of Powers guaranteeing neutrality, and at the same time it avoided exposure of the army, the safeguard of the nation, to risk of disaster should junction with those forces not be effected before the arrival of the enemy's armies.

When the junction had taken place on the Yser, the Belgian Army, which then consisted of 82,000 men, was able, with the aid of a French brigade, reinforced later by a division, to break the violent attacks of an army of 150,000 men, over a front which, since this heroic resistance, has remained inviolate.

The report establishes the fact that the plan of operations has held strictly to the appeal made by Belgium to the protecting Powers on the 4th August, 1914, namely, to organize together with the forces of the latter "a concerted and common action which should guarantee the independence and integrity of the country."

With regard to the facts revealed by the report, one of the most characteristic is the following:

Belgium kept her army distributed over the territory in accordance with the military requirements made necessary by the neutrality of the country, viz., one division faced England, and owing to the long French frontier two divisions faced France, but one only faced Germany. This position was maintained until the last moment, when it became certain that Belgium's frontiers were about to be violated by the German armies, namely, up to the night of the 3rd of August, that is, twenty-four hours after Germany's ultimatum had been handed in. London: W. H. L. Collingridge. Cloth 1s.

BULGARIA AND ARMENIA

Of special interest in view of Bulgaria's participation in the European War are two books by Noel Buxton, "With the Bulgarian Staff" and "Travel and Politics in Armenia."

In the first of these Mr. Buxton, who is a well-known Liberal member of Parliament, discusses Bulgarian character and education, indicates the way Bulgarians care for their wounded and tells of the many interesting experiences which befell him as he followed the army in the Balkan engagements.

The second volume, "Travel and Politics in Armenia," in the writing of which Harold Buxton has also assisted, includes a picturesque description of the barbarous Kurds, the Armenian people, their church, the massacres by the Turks in 1895-1896, and a political discussion of the functions of the powers, in which considerable light is shed upon modern European diplomatic relations. Appended to the volume is a history of the Armenians by Aran Raffi.

A CANADIAN WAR BOOK

A creditable new gift book is "With the First Contingent," issued in aid of the fund of the Canadian field comforts commission. The book is published at seventy-five cents. It is an interesting record of experiences of Canadians of the First Contingent at Valcartier, Salisbury Plain and at the front, its merit being considerably enhanced by the abundant illustrations.

SATIRE ON THE WAR

A remarkable prose satire on the war in train for immediate publication is entitled, "The Ballet of the Nations," by Vernon Lee, in which the venerable author applies to the carnage raging in Europe the medieval conception of the Dance of Death. The text not only ranks very high as a work of art, but constitutes a powerful comment on the war. The book is printed with elaborate decorations on every page, in the precious or chap-book style.

A TALE OF KENTUCKY

Credo Harris, being a Kentuckian and a novelist, is well equipped to turn out a tale of that State so rich in literary lore, and he has produced a most readable book in "Sunlight Patch," telling of an unawakened giant, Dale Dawson, whose one ideal is an education. There is an unusually interesting love story—in fact there are two of them—the local atmosphere is convincing and the people of the story are in keeping. Mr. Harris's negro characterization is both apt and amusing.

The book is full of exciting and interesting incidents and lightened by frequent touches of genuine humor. Boston: Small, Maynard & Co. Cloth \$1.35 net.

CASTAWAYS AGAIN

Two women and one man are castaways on a tropical island in Cyrus Townsend Brady's new tale, "The Island of Surprise." The man has lost his memory, excepting from the time he was awakened from a swoon caused by a stunning fall from a cliff. Each of the women claims to be his wife. This situation has possibilities in the hands of a story teller of Brady's ability. Toronto: McClelland, Goodchild & Stewart. Cloth, \$1.35.

LOVE AND ADVENTURE

In "The Anvil of Chance," by Gerald Chittenden, the reader is led from the rather local life of a boy's boarding school to the more romantic atmosphere of hunt life in the beautiful hill country of New England, and to some thrilling adventures during a vacation spent in the fever-ridden districts of Central America. In this portrayal of character development, the love theme running throughout adds a distinctive charm. Toronto: McClelland, Goodchild & Stewart. Cloth \$1.35.

A TALE OF THE SOUTH

Sidney McColl, author of "Truth Dexter," has written a new story of southern love and duty, temptation and defeat, sacrifice and triumph, in "The Stirrup Latch." Toronto: McClelland, Goodchild & Stewart. \$1.35 net.

THE LOST PRINCE

"The Lost Prince," Mrs. Frances Hodgson-Burnett's latest book, published by William Briggs, is reminiscent of "Little Lord Fauntleroy" in that the story centres around a boy, but in point of treatment it is widely different. "The Lost Prince" has a Zenda setting, the story revolving round a struggle to replace on the throne of a fictitious kingdom the rightful line deposed some generations previously. A little boy, son of a wandering exile whose vicissitudes have finally landed him in London, is sent out on a mission to carry word to faithful adherents of the rightful line scattered in all parts of Europe, that an effort is to be made to oust the usurper from the throne. He has many adventures on the way, but makes a success of the mission; the uprising occurs, the throne is gained for the rightful line of rulers—and then the boy, much to his astonishment, learns that he himself is the lost Prince. There is plenty of action from start to finish and the glamour of romance that is always found in stories of the type that Anthony Hope rendered so popular, makes interesting reading of "The Lost Prince!"

What is being referred to as the greatest Catholic novel of the year is "The Heart of a Man," by Richard Aumerle Maher. It is a story through which runs the blood of primordial passions side by side with the calm and exalted elements with which Christian civilization has tempered the breast of man.

WHAT IS COLLEGE EDUCATION?

Seymour Deming in "The Pillar of Fire, a Profane Baccalaureate," says things in no uncertain voice about popular conceptions as to colleges. It essays to answer the questions: "Just what is a college education—what is a college man—what is the 'aristocracy of intellect?'" The publishers say regarding this book:

Every year some thousands of college men in graduating classes find a comforting sedative in the more or less elaborate platitudes of baccalaureate oratory. We don't remember any previous attempts to topple over the placid old baccalaureate idol, but Mr. Deming has shied a few missiles at it with almost ludicrous effect. And yet there is nothing ludicrous in the very pertinent and conclusive handling of Mr. Deming's text. Boston: Small, Maynard & Co. Cloth \$1.00.

POSITIVISM

A volume of essays entitled "Illustrations on Positivism," comes from England, the work of J. H. Bridges, who in this book of nearly five hundred pages presents a full exposition of the various aspects of Positivism. The book was first issued in 1907 by the late Professor Beesly, who arranged the papers in chronological order. In this second edition all the papers have been classified, while a number of posthumous papers, including the important series on "The Seven New Thoughts of the 'Positive Polity'" and the address on "The Day of All the Dead," have now been added. In its new form the book constitutes the most complete introduction to Positivism and the works of Comte in the English language. London: Watts & Co. Cloth 3s. 6d.

A STORY OF CANADA'S FUR COUNTRY

Dr. George Van Schaik scored a success with his earlier tale "Sweetapple Cove." His new story "The Son of the Other," is entirely different, but equally meritorious. Its scenes are laid in the great Canadian fur country with its bitter cold, and nights full of strange terror. Ah-teck, the big trapper, is a primitive man in his instincts and large virtues and his great love for little Mititsh, is romantic and wildly beautiful.

The author's treatment of the story is spacious, and the emotional appeal is strong. The interest of the reader is closely held as the plot unfolds. Boston: Small, Maynard & Co. Cloth \$1.25.

A TALE OF THUNDER BAY DISTRICT

Fur trading in the Thunder Bay District supplies the action for "The Fur Trail Adventurers," a new story for boys, by Dillon Wallace, whose books on Labrador, have had wide circulation. The author's wide knowledge of woodcraft and outdoor life have enabled him to produce a book of wonderful interest for all who have ever smelt the smoke of the camp fire. Toronto: McClelland, Goodchild & Stewart. Cloth \$1.25.

CANADIANA

Basil King, formerly hidden under the anonymity of Author of The Inner Shrine, has recently sold to a Dutch company of theatrical producers the dramatic rights to his novel "The Street Called Straight," which they intend to bring out in spite of war and war conditions surrounding their country. Mr. King's novels have proved very popular with European, as well as American readers, to judge by the fact that most of them have been translated into French, German, Dutch, Swedish and Danish.

W. H. Blake is the author of a volume of Canadian sketches, "Brown Waters and Other Sketches," which are said to be typically Canadian. Mr. Blake knows his Canada, especially French Canada, and of it and its

people he writes as sympathetically and as appreciatively as he does of days spent with rod and reel and home-made pole.

Frances Fenwick Williams has dramatized her new novel, "A Soul on Fire," and announcement has been made of the early production of the play in her home city, Montreal. Several metropolitan managers will witness the performance with a view to the possible production of the play with a New York company.

Seldon has a prize-winning novel come in for such hard slamming as that which Mrs. A. E. Taylor's book "The Land of the Maple Leaf," has undergone. This is the book that won the prize of one thousand pounds for the best book in the recent competition conducted by Hodder & Stoughton. One reviewer, after criticising the novel on several scores, ends up with this final estimate: "In fact, when 'The Land of the Maple Leaf' is concluded the reader carries only an impression away, and that is an interrogation questioning what a small amount of merit the other manuscripts must have exhibited when this work won the thousand-pound prize."

"As Others See Us: Being the Diary of a Canadian Debutante," is the title of a book in course of preparation, the author being a Canadian who has adopted the pseudonym of "Goosequill." From the advance proofs we quote as follows from the preface:

"The purpose of this story is to form some impression of salient facts and tendencies in Canadian life, and to show its strength, and through its strength, its weakness.

"The English have never truly understood the Colonial.

"In May of last year (1914) a writer in the Times said that he had lived in Canada for a number of years, and was satisfied that Canada was becoming Americanized, because the Canadian talked with an American accent. It was possible that what he saw and regarded with alarm is what I have here drawn in gentle satire. Society is our bane; and a new society is certain to be, in many respects, intolerable. The craze for, and hunt after, society is not limited to any country; it is a world-wide weakness. The Snob is—as Thackeray showed us—ubiquitous.

"As to my references to the Spread Eagle citizens of the United States, I have had access to two books, "The Loyalists of Massachusetts," by John H. Stark, Boston, published by himself, and "The True History of the American Revolution," by Sydney George Fisher, (Lippincott). These are remarkable books; and a knowledge of the contents of either would go far to enable an Englishman to measure the Canadian's attitude towards the United States. The story these books tell parallels that set forth in the press, as shown by the onslaught of German hordes into Belgium. The outstanding difference is that whereas the Germans cry "Kultur" the Yankees yelled "Liberty." The Archives of the United States tell of 30,000 cases of outrage against the Loyalists which, I fancy, is a greater number than can be laid at the door of the Huns."



"KULTUR"

They tell in Milwaukee of a subscription book agent who tried to sell a set of Shakespeare to a wealthy German. After talking for five minutes he was interrupted by his listener, who exclaimed impatiently?

"You want to sell me somedings—no? Vell vat it is?"

"Shakespeare", said the agent.

"Don't want it. I got Pabst beer and Schlitz's beer and Blatz's beer. I know nuttin' about dis Shake's beer and I don't want any."

On the Joy of a New Book

By Stephen Leacock

I must plead guilty to that uncomfortable temper of mind which prefers new things to old. New clothes, for example, have always seemed to me vastly superior to old, and I have nothing but reverence for the memory of good King Edward the Seventh who wore a new pair of trousers every day. It is the only privilege of kingship that I envy.

In the same way let me have new friends rather than old. Let me have (if you can so arrange it) a new set of them every year. There is a geniality and a readiness in a new friend which one misses sadly in an old. If I take a walk let it be with a new friend with the bloom of first acquaintance upon him, like the down upon a purple plum. An old friend will trudge at one's side in sturdy silence while a new friend expands and warms to the lightest idea, and is stricken into a paroxysm at the smallest jest.

For such a frame of mind I offer no defence. I only state it as it is. This is a confession, not an apologia.

But most of all do I harbour this feeling towards books.

There are those whose joy it is to read from an ancient volume with a falling cover and a tattered page, limp with the passage of the centuries. Away with it to the ancient shelves where it belongs! Let me have in place of it, a new book, fresh from the press, in a print that I can read.

Let it be a book radiant with the latest blossoms of the eternal springtime of the human mind; or at least if the thought and words be old, let the new form of it warm again to life the bygone author who once penned it. For the man when he wrote was as new and warm a thing as the life about us to-day. Let us read his words in the gay apparel of living type and existing print. Let us not spell out his meaning on his shroud.

So if I must read Aristotle and the Ancients, let me at least have them bravely decked out in modern print, and wrapped in a cover that is bright with the decorators' arts of to-day. Your ancient tome with its fading gilt and its trembling cover, calls to me only the dim eye and the shaking hand of age.

Or better still,—for let me make my confession complete and plenary.—why shall I read Aristotle and the Ancients at all, when I can have in place of them a beautiful new book, written but yesterday, with the spelling of this morning and illustrated, within or without, with pictures of golden girls dressed in the fashions of this very moment, and yellow youths too young even to think.

If I am to read travels, let them be the journeyings of a traveller returned but yesterday. For biography give me the lives of the very latest and greatest of our great men. If I am to read philosophy or religious speculation, see to it that the religion is a new one, and that the philosophy is called by a name that I have never heard before.

Such is my confession as I make it, a sorry one, worthy of the just contempt of scholars. And yet, now that I have written it out large and come to think upon it, I believe that the apologies I need offer are but few.

After all I am but the child of my generation. The world moves and we move with it. And as it spins there fall upon its surface new fruits, new children, and new thoughts to help to keep it going. The world is ever new. We could not keep the old things if we would. And perhaps our half confessed and wholly evident passion for new books is but an outcome of the world's eternal youth.

A health then to the Merry Publisher, and the In-

genious Illustrator and the Abundant Author who shall pour into our lap in this as in every other season the golden crop of the world's latest fruits of thought.

More power to them!

Here I have in my hand one lovely dollar and one beautiful fifty cents. Let me go forth to the book market and see what gaudy, worthless, and altogether joyous new book I may best buy with them.—The Christmas Bulletin.



Activities of Toronto Public Libraries

Circulating Library of Music Has Two Thousand Titles on *Music* and as Many Titles of *Music* Are Being Added

Miss Marie Shedlock, the great story-teller and expounder of that subtle art, has been in Toronto for a course of five lectures under the auspices of the Children's Librarians. The course has been a great success from every standpoint. The Librarians limited the attendance to three hundred so as to preserve the story-telling atmosphere, and they could have sold out the house twice over. There was not a course ticket available a week previous to the opening lecture. The lectures were inspirational, instructive, recreational, and artistic to a very high degree. At the close of the series Miss Shedlock offered to give an afternoon to the public who could not get tickets for the course, the proceeds of which were to be devoted to a patriotic purpose. The University Women's Club took charge of this, and the result was a substantial increase to their University Base Hospital Fund.

The Public Library Board has given to the work of the Red Cross Society a complete Field Ambulance, which is now at the front. It bears the legend, "Given by the Toronto Public Library."

The assistant librarians have been working for the Red Cross Society and the staff meetings have been given up lately to that work. They have raised also a large amount of money, each member contributing proportionately to the salary received and also to the interest felt in the cause. From this fund money is being sent to help individual needs of which we hear from time to time.

The new branch library at the military camp was opened during November. It will be operated in exactly the same manner as any other of the thirteen branches.

The circulation library of music was opened at the College street branch in November. It contains over 2,000 titles and is likely to be popular if one may form a judgment based on the large number of enquiries being made concerning its opening. There are hundreds of books on music, and two thousand books of music are being added.



GEOGRAPHY AND TRAVEL

Stanford's Compendium of Geography and Travel, North America (new issue), published in a fifteen-shilling edition by Edward Stanford, Limited, of London, England, edited by Henry H. Ami, and dealing with Canada and Newfoundland, is an admirable illustration of a happy combination of material that is alike interesting to the students, the settler and the man of affairs. This new issue is an elaboration and improvement on the old with particular reference to Newfoundland and the Provinces added to the Dominion in 1905 and those enlarged in 1912. It covers a broader field than indicated by the title and combines a succinct social and political, with the geological history, that has made the Canada of to-day. The book is illustrated with photographs and maps.

Monthly Record of New Books

Published by Firms Established in Canada

THIS month the arrangement of new copyrights is presented according to the publishers. As to whether this arrangement will be continued in preference to the listing of the books alphabetically the publishers will be guided by expressions of opinion from readers:

FICTION

Published by S. B. Gundy

Moonbeams from the Larger Lunacy, Stephen Leacock, Cloth, \$1.25; **The Little**, Maurice Hewlett, Cloth, \$1.35; **A Soul on Fire**, Frances F. Williams, Cloth, \$1.30; **The Genius**, T. Dreiser, Cloth, \$1.50; **The Ashiel Mystery**, Mrs. C. Bryce, Cloth, \$1.25.

Published by Hodder & Stoughton, Limited.

The Tunnel, Bernhard Kellerman, Cloth, \$1.25; **Ten Degrees Backward**, Ellen Thorneroff Fowler, Cloth, \$1.25; **Flower of the Dust**, John Oxenham, Cloth, \$1.25; **The Double Shadow**, William Le Queux, Cloth, \$1.25; **The Step-mother**, Annie S. Swan, Cloth, \$1.25.

Published by McClelland, Goodchild & Stewart.

The Gold of Gods, Arthur B. Reeve, \$1.00; **Jimsy**, **The Christmas Kid**, Leona Dalrymple; **The Son of the Otter**, By author of Sweetapple Cove; **The Fur Trail Adventurer**, Dillon Wallace, \$1.25; **The Red Stain**, Achmed Abdullah, \$1.25; **Pegeen**, Eleanor Hoyt Brainerd, \$1.25; **Smugglers' Island**, Clarissa A. Kneeland, \$1.25; **This Way Out**, Anna McClure Sholl, \$1.25.

Published by Musson Book Co.

Heart of the Sunset, Rex Beach, cloth, \$1.50; **Around Old Chester**, Margaret Deland, cloth, \$1.50; **Trail of the Hawk**, Sinclair Lewis, cloth, \$1.50; **The Inner Law**, Will N. Harben, cloth, \$1.50; **The Gray Dawn**, S. E. White, cloth, \$1.50; **Hempfield**, David Grayson, cloth, \$1.35, leather, \$1.50 net; **Nobody**, Louis Joseph Vance, cloth, \$1.25; **Plashers Mead**, Compton Mackenzie, cloth, \$1.50; **The Bachelors**, William D. Orcutt, cloth, \$1.50; **Lot and Company**, Will L. Comfort, cloth, \$1.25; **The Mantrail**, Henry Oyen, cloth, \$1.25; **Beltane the Smith**, Jeffery Farnol, cloth, \$1.35; **Jan**, A. J. Dawson, cloth, \$1.25 net; **H. R.**, Edwin Le Fevre, cloth, \$1.50; **Treasure**, Bank W. D., cloth, \$1.25.

Published by The Macmillan Co.

The Extra Day, Algernon Blackwood, cloth, \$1.25; **Heart's Kindred**, Zona Gale, cloth, \$1.25; **The Kingdom of the Winding Road**, Cornelia Meigs, cloth, \$1.25; **Old Delabole**, Eden Phillpotts, cloth, \$1.50; **Chained Lightning**, R. G. Taber, cloth, \$1.25.

JUVENILE

Lucile, **The Torch Bearer**, Elizabeth M. Duffield, \$1.00; **The Ollivant Orphans**, Inez Haynes Gillmore, \$1.35; **Stories Without Women**, Donn Byrne, \$1.25; **The Rivet in Grandfather's Neck**, James Branch Cabell, \$1.35; **Steve Yeager**, William MacLeod Raine, \$1.35; **A Long Lane**, **A Chronicle of Old New Jersey**, Marion Harland, \$1.35; **The Promise**, James B. Hendryx, \$1.35; **The Golden Slipper**, Anna Katharine Green, \$1.35; **Why, Theodora!** Sarah Warder MacConnell, \$1.25; **The Mexican Twins**, Lucy Fitch Perkins, \$1.00; **Lotta Embury's Career**, Elia W. Peattie, \$1.00; **King of the Flying Sledge**, Clarence Hawkes, \$1.25; **Partners of the Forest Trail**, C. H. Claudy, \$1.00; **Jack Straw**, Lighthouse Builder, Irving Crump, \$1.00; **Camp Bob's Hill**, Charles P. Burtem, \$1.25; **In Morgan's Wake**, A. Hyatt Verrill, \$1.35; **Children's Book of Thanksgiving Stories**, Edited by Asa Don Dickinson, \$1.35; **The boys Scouts' Hike Book**, Edward Cave, 50 cts.

NON-FICTION.

Published by the Copp, Clark Co., Toronto.

A Book of English Poetry, George Beaumont, cloth,

\$1.50; **Evolution**, J. A. S. Watson, cloth, \$1.50; **The Civilization of the Ancient Egyptians**, E. B. Gosse, cloth, \$1.50; **A Book of Myths**, Mrs. John Lang, cloth, \$2.25; **A Nursery Book of Science**, "The Cockiolly Bird," cloth, \$1.00; **Child's Garden of Verses** (Songs with music), Thomas Crawford, cloth, 75 cts; **The Story of the Great War**, Vol. 3. **The War 1915**, Elizabeth O'Neill, cloth, 50 cts; **The War**, Elizabeth O'Neill, cloth, \$1.50; **The Army**, Captain A. H. Atteridge, cloth, 75 cts; **The Navy**, Percival E. Hislam, cloth, 75 cts; **Indian Why Stories**, Frank B. Linderman, cloth, \$2.00.

Published by S. B. Gundy

Democracy and the Nations, J. A. Macdonald, cloth, \$1.25; **The Garden Blue Book**, L. B. Holland, cloth, \$3.50; **Joffre Chaps**, Pierre Mille, cloth, 35 cents; **In the Hollow of His Hand**, R. Waldo Trine, cloth, \$1.25; **War Letters from the Living Dead Man**, E. Barker, cloth, \$1.25.

Published by Hodder & Stoughton, Limited

Between St. Dennis & St. George, Ford Madox Hueffer, cloth, 75 cents.

Published by The MacMillan Co.

A Mechanistic View of War and Peace, G. W. Crile, cloth, \$1.25; **Voting Trusts**, H. A. Cushing, cloth, \$1.50; **France at War**, Rudyard Kipling, paper, 25 cents; **The Log of the Snark**, Charmian K. London, cloth, \$2.50; **In the Footsteps of Napoleon**, James Morgan, cloth, \$2.50; **The War and the Jew**, S. B. Rohold, cloth, 25 cents; **The Ways of Woman**, Ida M. Tarbell, cloth, \$1.00.

Published by McClelland, Goodchild & Stewart.

The Modern Gasoline Automobile, Its Construction, Operation and Repair, Victor W. Page, M.E., \$2.50; **Common Diseases of Fur Animals**, R. A. Craig, D.V.M., \$1.50; **The Small House for a Moderate Income**, Ekin Walliek, \$1.50; **Feminism in Germany and Scandinavia**, Katharine Anthony, \$1.25; **Drink and Be Sober**, Vance Thompson, \$1.00; **Book of Wireless**, A. Fred Collins, \$1.00; **Life and Times of Lord Strathcona**, W. T. R. Preston, (New Edition); **Shakespeare Explained, A Reader's Guide**, Forrest S. Lunt, A.B., A.M., 60 cents; **Justice**, Corra Harris, 50 cents; **My Year of the Great War**, Frederick Palmer, \$1.50 net.

Published by Musson Book Co.

The Man Jesus, Mary Austin, Religious, cloth, \$1.20 net; **Mark Tidd in Business**, C. B. Kelland, Juvenile, cloth, \$1.00 net; **Story of a Pioneer**, Anna H. Shaw, Biography, cloth, \$2.00 net; **A.B.C. of Architecture**, F. E. Wallis, Architecture, cloth, 50 cents net; **Trench Mates in France**, J. S. Zerbe, Juvenile, \$1.00 net; **Red Arrow**, E. R. Gregor, Juvenile, cloth, \$1.00 net; **In Vacation America**, Harrison Rhodes, Travel, cloth, \$1.75 net; **Poems**, Vance Orcutt, Poetry, cloth, \$1.20 net; **In Australian Byways**, Norman Duncan, Travel, cloth, \$1.75; **Source Problems in English History**, A. B. White and Wallace Notestein, History, cloth, \$1.20 net; **Robin the Dobin**, Vale Doanie, cloth, 50 cents; **Treasure Island**, R. L. Stevenson, (Rhead's Illustrations), Juvenile, cloth, \$1.50; **World's Highway**, Norman Angell, Juvenile, cloth, \$1.50; **Clearing the Seas**, D. H. Haines, Juvenile, cloth, \$1.00; **Acres of Diamonds**, R. H. Conwell, Literature, cloth, \$1.00 net; **Over There**, Arnold Bennett, History, cloth, \$1.25; **Hilltop on the Marne**, M. Aldrich, History, cloth, \$1.25; **Ten Great Adventures**, K. O. Sweetser, History, cloth, \$1.50 net; **Years of My Youth**, W. D. Howells, Biography, cloth, \$1.50 net; **Folly of the Three**, E. N. Work; **Wise Men**, Religious, cloth, \$1.00; **Songs of the Workaday**, E. Braley; **World**, Poetry, cloth, \$1.00; **Poems**, A. Gordon, Poetry, cloth, \$1.00; **With First Canadian Contingent**, M. Plummer, Gift Book, cloth, 75 cents.

Bamfylde's Delightful Novel

Midsummer Magic a Fine Tale of Gloucestershire—A Brief Sketch of the Author

A PARTICULARLY delightful story is Walter Bamfylde's "Midsummer Magic," a West of England tale that ranks with the novels of Hardy and has the flavor of such favorites as Farnol's "The Broad Highway" and Hutchinson's "The Happy Warrior." But in this book there is more of the inborn superstition characteristic of the Gloucestershire folk. The hero, whose mother had belonged to one of the best families of the district and who had run away to marry a gypsy, upon reaching manhood and after his mother's death, obeys her expressed desire that he should live a gentleman's life as the head of the estate to which he fell heir. Much interest and unexpected developments centre about the magic of midsummer's night, embracing three distinct love stories of compelling interest with the incidental arousing of passionate jealousy; fights, including one fistic encounter that ranks with the best in fiction, in addition to picturesque meetings on the village ale-bench of interesting village characters, affording a rich vein of humor. The heroine is one of queenly beauty and captivating traits who must, nevertheless, share the reader's devoted interest with the thoroughly lovable daughter of the village innkeeper. It is a well-rounded-out tale; the sort that naturally creates in the reader the desire for more from the same story teller.

Sketch of Walter Bamfylde

Brief mention was made in the last issue to Walter Bamfylde and his fine novel, "Midsummer Magic." It is only natural that this new novelist should produce a good tale of the west of England, for he was born and spent his boyhood within sight of the tide that runs up the Severn, and from earliest years has been steeped in the love of the West Countries.

From one side of the family there comes also a strain of the Celt with its susceptibility to the influence of myth and superstition and a belief in the unknown, unseen that no amount of schooling can wholly eradicate. Many of the earliest recollections of his boyhood bring visions of the red heart of the glowing fire and the drone of folk-story and fairy-tale.

Mr. Bamfylde's training as a weaver of tales began at school when, as a small boy, he was carried from his own bed and dormitory and tucked between the sheets in the bed of one of the bigger boys to spin yarns after lights were out. Some of these stories were old tales remembered, others were original, and there was once a serial of high Elizabethan adventure that "ran" for many a night. "Preps" time was also used and exercise books grievously wasted upon heroes and their feats of derring-do. He remembers gratefully and sometimes wonderingly that his schoolmaster thus early prophesied that announcements of "A New Story by B——" would recall these scribbles to school fellows in the years to come.

To come to Mr. Bamfylde's novels: "Midsummer Magic" and "The Uplanders." One of Mr. Bamfylde's ambitions has always been to chronicle the Gloucestershire folk and Gloucestershire ways in fiction. The peasant (fast dying out under modern conditions) he has known and loved from the time when he was old enough to have any understanding and appreciation of men and women. He has cycled the Cotswold valleys and upland roads and strayed into neighboring shires, being sometimes weeks away from home. He has tramped lanes and highways,

and climbed the hills, talking to the peasant by the wayside and in cottage and inn. With farmer friends and relatives, he has attended fairs and markets, appraising sheep and pigs, horses and cattle. He has dined at market ordinaries, drinking in with ale or cider the rolling burr of the Gloucestershire speech with its "f's" sounded like "v's," its "s," a "z," and the broad vowel sounds that the printer could only present adequately by double vowels. In his stories, Mr. Bamfylde, hoping to interest readers who know not the Cotswold country and the broad Severn Valley, has avoided phonetic spelling of the dialect, trusting to turns of speech and expression and peculiar grammatical usages to give the flavor of the Gloucestershire brogue.

James B. Hendryx, Author of "The Promise"

James B. Hendryx, author of "The Promise," recently published, has lived the out-door life which is so graphically described in his novel. Born in Sauk Centre,



J. B. HENDRYX,
Author of "The Promise"

Minnesota, in 1880, he attended public schools, and later the University of Minnesota. He then went West and spent several years as cowboy, prospector, lumber-jack, etc., in Montana and Western Canada. For the last three years he has been engaged in newspaper and magazine work, writing stories of the open that have enthralled many readers.



"What to Read and Why" is the title of a broadsheet about books which is being issued every Friday by Moffat Yard & Co. One recent issue featured reviews appearing in different newspapers dealing with Vance Thompson's book, "Drink and Be Sober." Of this book the "Pittsburgh Dispatch" says: "The title suggests a joke, but a reading shows that this work is a very thoughtful and fair presentation of the drink question."

Books and Writers Being Talked About

Eden Phillpotts has not only come before the American public this fall as a novelist with the publication of "Old Delabole", but also as a dramatist. His new play, "The Angel in the House," in which Arnold Daly is appearing, is apparently to meet with considerable success in New York.

"French Novelists of To-day" (second series), by Winifred Stephens, discusses the work and personality of Marcel Tinayre, Romain Rolland, Jean and Jerome Tharaud, Rene Boylesve, Pierre Mille and Jean Aicard. These writers are chosen chiefly because their work reflects most clearly the various tendencies of life and thought in France in the years which immediately preceded the war.

"Uncle Reg," a writer of wholesome stories for boys, is the author of a new volume entitled "Chatty and Cheerful," published at 1s 6d in England, by Charles H. Kelly.

Among the war books received in November were S. Maenoughton's "A Woman's Diary of the War," and "Under the Red Cross Flag," by T. L. B. Westerdale.

A pretty girl came into a large metropolitan bookstore the other day and said with naive enthusiasm: "I've just made up my mind to tell you about my experience with 'Molly and I,' that new book I bought here the other day. I found it so interesting that when it came time to take my bath I just couldn't stop reading it, so I took it along with me and finished it while sitting in the water. I was in the tub so long that my family thought I must be drowned. They knocked on the door and asked me what the matter was. I told them and they exclaimed, 'Did you ever hear of such a thing—reading a book in the bathtub!' But I finished 'Molly and I,' so what did I care?"

"More Adventures of An A. D. C.," by Shelland Bradley, is a sequel to a book published some years ago entitled "Adventures of an A. D. C." It is one of those delightfully intimate books about India; not a novel, but a series of sketches of the fictitious men and women frequenting the Government House of the hill station.

"In Gentlest Germany," by Hun Svedend, which was to have been published on October 8th, was unavoidably postponed because the advance orders outnumbered the first printing, and it was necessary to print a second supply to fill the demand.

The publications of Alex. Gardner, of Paisley, Scotland, are now being sold by S. B. Gundy for Canada. The latest of this publisher's books is "National Humor, Scottish, Welsh, Irish and American." It is compiled by Rev. David McCrea and is illustrated by John Duncan. It is a companion volume to Robert Ford's "Thistledown," which was one of last season's conspicuously attractive holiday gift volumes.



A BOOK FOR MOTHERS

"Your Baby," is a new title in the meritorious volumes of Dr. E. B. Lowry, which have the endorsement of some of the leading welfare organizations in the United States.

This book contains the latest and best approved methods for the care of the baby,—its feeding, clothing, exercise, sleep and training. It is full of common-sense help and facts that many mothers might overlook. Like all

Dr. Lowry's books, it is permeated with an earnest spirit of helpfulness and wise, sane direction. The book is published by Forbes & Co., of Chicago, in a \$1.00 cloth edition.



THE FREELANDS

IT might have been expected that the man who gave us "The Dark Flower," and the haunting drama "Strife," must always strike, amongst a series of chords, the human note. "The Freeland's" (Toronto: Copp. Clarke Co., Ltd.), fulfils such anticipation. Mr. Galsworthy has given us what is pre-eminently a human story, one which pulsates with the real red, simple blood of men and women, which is concerned not so much with high-falutin' dramatics and flights of wild imagination, but rather with conditions of life which do exist and with folk who do live and more and have their usual, plain being.

The Freeland's are a series of families of that name. There are four brothers John and Stanley and Felix and "Tod." They and their wives and children live four separate and somewhat distinct sets of existences. Stanley Freeland is a captain of industry; John a politician; Felix an author who writes "critical, acid, destructive sort of stuff," and "Tod," who "is so d—d unique."

The story concerns itself with the revolt of an impetuous boy, Derek, who, son of the Unique Tod, was a frank and rank democrat, at least so thought his uncles and aunts. Derek, only nineteen, but already with Machiavellian dreams and hopes and determinations, wants to settle the Land Question in England. To him, the attitude of the landlord classes is that of a tyro who is quietly but quite decidedly despotic, and who assumes that, buying the cottager's services for a weekly wage he gets thrown in, as it were, the regulating of his, the cottager's, domestic affairs, and so on.

One of the cottagers—an atom of the proletariat, who merely wanted to settle for himself how he should live and whom he should marry—rebelled against his landlord, Sir Gerald Malloring, and Sir Gerald had the worn-out notions of the country squire, which are quite unsuited to these democratic days. Derek, young, impulsive, ablaze with the divine fire of the Knight errant, supported the laborer, even to the extent of leading a mutiny which started with the burning of a hayrick, and a flat revolt on the part of the tenants against Sir Gerald.

There was a tremendous row. Curiously chivalric, Derek felt all the blame was his and thought of the laborer who suffered the penalty, Bob Tryst, gave him no peace day or night till—but you must read the story.

There is humanity in this young fellow Derek, with his omniscience, his vaulting ambition and his high altruism. There is humanity too, in the story of his love for Fredda, Felix's daughter, and hers for him, the course of which two true loves don't run smoothly for a long time.

As a pen-picture of the travail of democracy in Britain "The Freeland's" is incomparable. Deftly and with clean, broad sweeps John Galsworthy paints the picture for you. His is a master hand, and your eyes are never off the canvas from the moment you begin to study. As an analysis of present-day economic conditions this book is supremely worth while. As a story with the human appeal to humans it is no less praiseworthy. It must have an

interest for Canadians for Mr. Galsworthy points out marked trend of the times, that a notable proportion of young England finds some confines too narrow, some relationships too stilted. Derek and Fredda go to New Zealand. Says Derek, "I want to go away—out of England—right away." He feels, as an increasing number of them in England feel, that the Britain's overseas offer a real freedom, and not an imaginary one.

—H. S. Eayrs.

SOME NEW BOOKS FOR CHILDREN

Elizabeth Gordon, the writer of children's stories, who was the subject of a sketch in the last issue of this paper, has a new book entitled "Lorraine and the Little People," comprising eight tales telling of acquaintances made by a little girl of five or six years, with fairies of the waves, rain drops, sleep, dreams, frost and others of the "Little People." From these she learns beautiful lessons that everyone has work to do in the world which no one else can do for that particular person. Chicago: Rand, McNally & Co. Boards 50 cents net.

Marie Sadler is the author of a tale for kiddies entitled "Mamma's Angel Child in Toyland," with pictures, including, full page plates in color, by "Penny" Ross. These pictures are most attractive, and the story itself is told in a manner that cannot fail to delight children. Chicago: Rand, McNally & Co. \$1.00.

Verse permeated with the spirit of youth features the volume of poems for children by Ethel M. Kelly, under the title of "When I Was Young." Colored pictures by Maud Hunt Squire, greatly enhance the appeal of this book. Chicago: Rand, McNally & Co. 75 cents.

Dainty stories of fairies and flowers dealing with the naming of the fairies, how the flowers obtained their colors, the violet, its perfume, in a manner to delight children, are presented in a children's book by Clara Ingram Judson, with colored pictures by Maginel Wright Enright. Chicago: Rand, McNally & Co. \$1.00.

A newcomer in holiday gift volumes for children this year is Mrs. Strang's Annual for Tiny Folks. The second issue of her Annual for Children, along with the new Annual, met with a good reception in Canada.

Two new titles are out in the renowned Billy Whiskers series. "Billy Whiskers on the Mississippi" chronicles an exciting voyage ending up with a gorgeous birthday procession, and all sorts of astonishing things happen in "Billy Whiskers at the Exposition." Frances Trego Montgomery is the historian of the remarkable experiences and exploits of the redoubtable Billy.

A new book for kiddies that has the merit of refreshing originality of treatment is "The Scissors Book," of William Ludlum. Even older people, that is, those who have had the good sense to keep fresh their appreciation of the whimsical and the fanciful, will warm toward this volume, with its absurd figures and pointed rhymes. These figures, by the way, are made by pasting cut-outs on a background of a different hue, and the book shows the way to cut out other pictures than those featured by the accompanying rhymes in this volume.

A collection of fanciful stories for children are provided in Maud Lindsay's new volume, "The Story Teller for children." Its attractiveness is enhanced by the fine colored illustrations, the work of F. Liley Young.

Having in mind the never ending appeal of Beatrice Potter's "Peter Rabbit" books, it is interesting to

chronicle the appearance of a new painting book giving "The Tale of Peter Rabbit," with characters in outline to be colored by the children.

That familiar old favorite, Saalfeld's Annual, comes as usual with a fine array of colored pictures and numerous stories of the sort that children like.

There are now ten volumes in the series of Lieut. Howard Payson's Boy Scout books, including "The Boy Scouts of Belgian Battlefields," "The Boy Scouts at the Panama-Pacific Exposition," and "The Boy Scouts with the Allies in France."

Six stories of the great war written for boys in their teens include "Fighting in the Clouds for France," "Facing the German Foe," "On Board the Mine-laying Cruiser," "Under Fire for Serbia," "The Belgians to the Front," and "In Russian Trenches." The author is Col. James Fiske.

ON BOOK PLATES

IT APPEARS that the book plate was first used in Germany about the year 1500, although according to a writer in "Great Thoughts," autograph inscriptions were found in books as early as fourteen hundred years ago. And since book plates were first used the art of designing them has enlisted the attention and efforts of artists and engravers who have achieved fame in other avenues of art. The execution of book plates has always called forth some of the best talent of the ages and many of the greatest engravers and etchers, notably Durer, Holbein and Bewick, have occasionally turned their hands to the designing of book plates.

A book plate is a natural impulse to mark that which is our own, and to the book lover there is a feeling of pleasure and pride in the ownership of an appropriately designed book plate that can hardly be secured in any other way. A book plate enhances the interest and value of a book, in sentiment always, and often in a more tangible manner.

Book plates have always been associated with bibliophiles and *litterateurs*, but in recent years they have come into more general use, and every year increases the number of persons who can boast of owning a book plate. None of the so-called fads have a more practical value, when the full significance of a book plate is understood, and their use is not confined to any one class. Men, women and children, libraries and clubs, artists, musicians, students, judges and those who read only for their own entertainment appreciate and enjoy the satisfaction of owning book plates. The increased production of books at greatly reduced cost is responsible for the larger use of book plates. Where formerly they were employed only by men who had great and expensive libraries, now almost every person has a little collection of books, and many of them obey the natural impulse to mark these books with some emblem which will, in some way, reflect their personality in the volumes.

VISITING CARDS AS BOOK PLATES

ACCORDING to an authority on the subject, the habit of using visiting cards as book plates was first formed in the eighteenth century. This was a natural step, because in those days visiting cards were not the plain, dignified cards that are now decreed, but were ornamented liberally with various styles so as to make them really works of art. Flowers, cupids, trophies, sphinxes, vases, borders, griffins, and many other designs were often beautifully engraved upon personal cards. These cards were appropriate as book plates because they represented to some extent the personality of the owner, who exercised his judgment in ordering the cards, and then applied the cards to his books, as book plates.

Books and the War Discussed by an Englishman

AS REPORTED BY "ONLOOKER" IN ENGLISH BOOKMAN

YOU still hear such conflicting views, now and then, of the effect the war has had on the book trade, and of whether the prospects are favorable or otherwise for the Christmas season, that it seemed worth while to call at 186 Strand, and get the opinion of Mr. George Tyler, of Messrs. W. H. Smith & Son. For Mr. Tyler is not only wise enough to be an optimist; he is a sound business man, not likely to lose his head in a crisis, and moreover is in a position to speak with knowledge. Beginning life as a bookstall clerk, he has been connected with the W. H. Smith firm for some forty-six years, and has for long past been the chief of their 230 book shops. Though you gather that the motto of the firm has been business as usual, they have keenly and loyally taken up their share in the burden of the war. From their shops, bookstalls, offices, works, 1,080 have gone to join the colors; and of the six partners, four are serving in his Majesty's forces—Viscount Hambledon as Lieut.-Col. in the Royal 1st Devon Yeomanry; Mr. A. D. Acland as Lieut.-Col. in the Remount Department, at Dieppe; Mr. C. S. Awdry as Major in the Royal Wiltshire Yeomanry, and Mr. W. H. D. Acland on active service in Flanders, as a Lieutenant in the Royal Flying Corps.

"The book trade was hardly ever more flourishing than it is to-day," Mr. Tyler said at once, "and there is every promise that the Christmas season is going to be an uncommonly good one. When the war started I confess that, like many other people, I had an idea that we were in for a bad time. More than one of our book shop managers have said to me: 'I was awfully depressed in the early part of August, 1914, for I could see nothing but disaster ahead; but by the end of last March I recognized that my troubles had been purely imaginary—they had never happened.' Personally, I had arrived at the same conclusion long before March. I have a belief that disaster always comes if you sit and wait for it; and that if you would succeed, you must be up and doing. The war was not many days old when I called together a number of my colleagues and the men working immediately under us. We discussed the position fully, and agreed that if we adapted ourselves to the altered condition of things and went the right way to work, there was no reason why we should not only weather the storm, but be as successful with our book business as we had been in years of peace. And the

results have more than justified that optimism. The weekly accounts of our book trade have shown not merely an advance, but a very considerable advance on the figures for the corresponding weeks even in the year before the war.

"I am not claiming credit to myself for this gratifying success. Needless to say, it could never have been achieved had not all of us resolutely put our backs into the task; nor if we had not been enthusiastically and most ably supported by the men who conduct our bookstalls and our book shops. The help rendered by Mr. D. Roy, of our Publicity Department, and Mr. E. B. Bull, of our Shops Department, has been invaluable. We have a system of sending round to our book shop managers, at intervals, a circular letter, advising them of the best of the new books (from the standpoint of the general reader, as well as from that of the real lover of literature), and urging them to read these books, in order that they may be in a position to recommend them to inquiring customers. They, in return, report regularly from all over the country on the condition of trade with them, and on any indications customers may have given of the books that are appealing to them, and the general tendencies in the matter of book-buying.

"The natural tendency nowadays is to buy fewer expensive books; but this is more than atoned for by the greatly increased quantity of cheaper books that are selling. Sevenpenny and shilling volumes are being purchased in immense numbers, partly with a view to economy, and partly because in size they are admirably suited for sending out to our soldiers and sailors. The books in demand are of almost every kind, but in particular we are selling books with a topical interest, books about the war, or that have any direct or indirect bearing on it; fiction at six shillings, and especially at one and two shillings; and new poetry has enjoyed a larger vogue than in ordinary times. You will find that books are going to play a popular part as Christmas presents. People have taken to heart the advice to economize; instead of jewelry and other costlier gifts, they will give books, and in these days of universal reading what present is likely to be more commonly appreciated? I see by their lists most of the publishers are rightly keeping the prices of their gift books down this year to six shillings and under; there is to be a big and wonderfully varied supply at these

prices, and there will be an enormous public for it. What the trade has lost by the falling off in the sales of expensive books has been more than made up by the vast increase in the sales of the cheaper ones. In this connection I had a significant and rather amusing report from the manager of one of our book shops. One of his best book customers had announced that, acting on the advice to economize, he had decided to limit himself to books at about two shillings and under until after the war. Our manager was slightly perturbed. But the customer continued to come to the shop as often as usual, and select and carry away new books, which were put down in his monthly account. At the end of three months the shopman was delighted to find that the gentleman had spent more on cheap books than he formerly spent in the same period on the more expensive ones."

Before I left I got Mr. Tyler to make me out a list of the books that had sold best in the W. H. Smith shops during the past year; and the list he was good enough to compile comprised some hundred and fifty volumes, of which over a hundred were war books. Amongst them were:

War Books

"Scotland for Ever."
"Ordeal by Battle."
"The Soul of the War."
"The Way of the Red Cross."
"The Anglo-German Illusion."
"Germany and the Next War."
"How Armies Fight."
"The German Spy System in France."
"J'Accuse."
"What I Saw in Russia."
"Men Around the Kaiser."
"Germany's Swelled Head."
"Britain's Deadly Peril."
"My Adventures as a Spy."
"Eye Witness's Narrative of the War."
"Can Germany Win?"
"King Albert's Book."
"Princess Mary's Gift Book."
"Remember Louvain."
"The War That Will End War."
"Germany and England."
"How Belgium Saved Europe."
Daily Telegraph War Books.
"Secrets of the German War Office."
"Fighting in Flanders."
"Memories of the Kaiser's Court."
"Thoughts on the War."
"More Thoughts on the War."

"The Hero of Liege."
 "Behind the Scenes at the Front."
 "Life of Sir John French."
 "A Surgeon in Belgium."
 "With French at the Front."
 "German Atrocities."
 "The War and After."
 "Imperial Germany."
 "British Battle Fleet."
 "In the Cockpit of Europe."
 "The Bowmen."
 "On the Side of the Angels."
 "The Drama of 365 Days."

Poetry.

"Song of the English."
 Kipling's "Poems."
 Chesterton's "Poems."
 Rupert Brooke's "Poems."
 "Poems of the Great War."
 "War Time Verses."
 "Poems and Sonnets of England in War Time."
 "The Wine Press."
 "Philip the King."

"The Garden of Kama."
Fiction and Miscellaneous.
 "Oddsfish."
 "Arundel."
 "The Man of Iron."
 "Private Spud Tamson."
 "Poppyland."
 "The Laughing Cavalier."
 "Betty's Diary."
 "A Gentleman at Arms."
 "A Knight on Wheels."
 "Kitchener's Chaps."
 "Windyridge."

Gene Stratton Porter's novels.
 "All for a Scrap of Paper."
 "Jaffrey."
 "Edwards."
 Ethel Dell's novels, (2s. edition.)
 "Chronicles of the Imp."
 "Bealby."
 "Human Bullets."
 "The Conquering Jew."
 "Bees in Amber."
 "The Admirable Crichton."

Galsworthy's "Memories."
 "The Green Curve."
 "The Riddle of the Sands."
 "The War in the Air."
 "Naval Occasions."
 "In Gentlest Germany."
 "Life in a Garrison Town."
 "Lighter Side of School Life."
 "Arcadian Adventures of the Idle Rich."
 "Political and Literary Essays" of Lord Cromer.

Numerous others have sold well, but the above have been Smith & Son's best sellers, and Mr. Tyler named a score of forthcoming books that will, he has no doubt, equal the record of the best of these. "In spite of the war," he said, "the book trade has really had nothing to complain of in the past, and I am entirely optimistic about its Christmas and its future generally."

Arnold Bennett: A Prolific English Author

Story of His Literary Career as Gleaned From Harvey Darton's Critical Biography of Bennett.

A SERIES of books, having double interest for book-lovers, are those being published in the "Writers of the Day" series. One of these deals with Arnold Bennett. The author of the book is F. J. Harvey Darton, who gives a deal of interesting information about Bennett. From this book we learn that Arnold Bennett was born at Shelton, near Hanley, in the Potteries, on the 27th May, 1867, and, like Edwin Clayhanger, perhaps his best character, he was educated at the Endowed Middle School, Newcastle-under-Lyme. His father was a solicitor, and the novelist studied law, and after matriculating at London University, he entered the parental office. In 1889 he left the Potteries, or, as he has taught us to know that district of slag heaps, pot banks and furnaces, the Five Towns, for London. He earned £200 a year in a lawyer's office, where, he tells us, he "combined cunning in the preparation of costs with a hundred and thirty words a minute at shorthand." Bennett at this period had obvious literary inclinations. He had done a little amateur journalism for the local press before leaving Hanley; he collected books, and he was a diligent diarist. If we may believe the "Truth About an Author" his attack upon the Fleet Street outworks of the literary fortress was neither inspired nor disinterested. It was deliberate and very business-like. He wrote, in the first place, because he found he could write; and he became a professional writer because he believed it would pay. Having made the decision,

he determined to master his chosen trade, and with beaver-like perseverance he turned himself into an efficient literary machine capable of turning out most of the better types of literary goods with that reliability as to time and trade finish which wins the confidence of long-suffering editors and publishers. It was a clear case of "getting on" by strict application to business; what moralists call "integrity of purpose." From thence onward Arnold Bennett allowed nothing to come between him and his aim.

He was really born, as an author, in 1902 with the publication of "Anna of the Five Towns," and he at once made famous in a literary way, that district famous for generations, in a commercial way, by its potteries. Since then have appeared many, including "The Old Wives' Tale" (1908), "Clayhanger" (1910), and "Hilda Lessways" (1911), which books, if he had written no more, would have secured him a place in English literature. About the same time he was busily writing plays, with an eye perhaps on money rather than art. Anyhow, "The Honeymoon" (1911), "Milestones" (jointly with Edward Knoblauch) (1912), and "The Great Adventure" (1911), to name his three principal dramas, although not bearing comparison with his best novels from the literary point of view, have those ingredients which spell fortune on the stage, and make authorship almost as profitable as brewing or banking.

BOOK NEWS

A satire on war, probing the militarist philosophy, has been written by Vernon Lee under the title of "The Ballet of the Nations," and will be published with decorations by Maxwell Armfield.

Stephen Graham, who is rapidly making a reputation for himself with his books on Russia and the Russians, has still another volume in press for early issue, to be entitled "The Way of Martha and the Way of Mary." It is a study of life and religion in Russia.

The Mood of Nietzsche

Among the announcements for early publication is "Nietzsche and the Ideals of Modern Germany," by Herbert Leslie Stewart, M.A., D.Ph., Professor of Halifax, Nova Scotia, formerly John Locke Scholar in the University of Oxford, late Junior Fellow in the Royal University of Ireland, author of "Questions of the Day in Philosophy and Psychology." This volume is confined to those aspects of Nietzsche's work which throw light upon the social policy and ideals of Germany as revealed in the present war. He is taken, not as the originator of a policy, but as typical of a mood which has had fearful consequences for mankind.

Personal Hygiene

"Personal Hygiene for Boys" is a meritorious book out this month, the author being Dr. Lechmere Anderson. It demonstrates how obedience to elementary laws will enable a boy to grow into hale and vigorous manhood.

New Goods Described and Illustrated

A New Calendar Stand

A new steel calendar stand has been put out by the Globe-Wernicke Co. It is enamelled in olive green, has a hollow base holding 200 white 3 x 5 record cards, thus serving a double purpose. Desk calendars, by the way, should be brought to the fore at this time both as suitable gifts for office men, and because they will be ready sellers around the first of the year.

A Mail Distributor

The accompanying illustration shows a new mail distributor, called the "Efficient," in use. It will be observed that this distributor is attached by a rod to the back of the desk, thus occupying no desk surface. It is



made of baked enamelled steel in green or black finish and with 4, 6, or 8 shelves. It is put out by the Bailey Manufacturing Co., 526 Fifth Street, South, Minneapolis, Minn.

Typewriter Papers in Pads

The Berkshire typewriter papers, made by the Eaton, Crane & Pike Co., of Pittsfield, Mass., are now being put up in tablets of 100 sheets, packages of five.

This innovation materially eliminates the disadvantage of broken reams in stock and the consequent soiling of sheets, and in addition will save time, in that the necessity for counting out less than full box sales will be removed. It is estimated that the tablet will have a tendency to reduce the number of sales of less than 100 sheets, as the customer will see the advantage of getting his paper in a flat package fastened at the top between stiff boards that will protect and keep the sheets clean and flat until used.

New Hand-made Notepaper

A new high-grade, hand-made notepaper with deckle edge known as Rye Mill, has just been put out by Buntin, Gillies & Co., of Hamilton. This new paper is supplied in the fashionable Colonial size, packed in quarter reams, and the envelopes a hundred to a box.

Sales Helps

Bookseller and Stationer believes that manufacturers who put out effective sales helps in the way of counter

or window display cases, window cards, electros for newspaper advertisements, imprinted catalogues or circulars, and other mediums for accelerating sales are not only entitled to recognition of these efforts in a special way as expressing the appreciation of the retail dealers, but that this practice should be assiduously encouraged, and in paying attention to this subject Bookseller and Stationer seeks to perform a two-fold mission, not only to commend manufacturers who adopt this course, but to urge the retailers to take full advantage of them by putting them to the best possible use. On previous occasions Bookseller and Stationer has scored a certain type of dealer for not giving due attention to the co-operative help afforded by extensively gotten up catalogues. Some of these cata-



Military feature introduced in new pencil display put out by Dixon's.

logues represent expenditures of many hundreds of dollars, yet dealers will frequently write in to manufacturing concerns for information that is plainly set forth in the catalogue. The dealer thus wastes two or three days time in putting that information into effect, not to mention the unnecessary correspondence thus entailed.

Getting back to the subject of new sales helps, Bookseller and Stationer is pleased to notice the following this month:

From the Moore Push Pin Company comes an elaborately designed card intended to help the dealer to increase push-pin sales by suggesting their use for calendars, framed pictures, etc., during the holiday trade season.

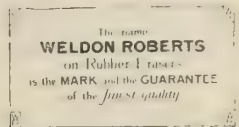


A young girl educated, refined and beautiful, after an acquaintance of only two weeks marries and learns on her honeymoon that her husband is a criminal. From the dawn of this whirlwind romance to its unexpected climax Thomas Dixon's new novel, "The Foolish Virgin," holds the attention. It reads more like fact than fiction. It is big and daring and pictures a situation that could happen to hundreds of young women in any large city in the country. This is one of the autumn publications of the Copp, Clark Co. of Toronto.

WELDON ROBERTS RUBBER ERASERS

The Weldon Roberts Rubber Erasers represent the highest achievement in eraser making and their appearance is indicative of their fine quality.

ERASERS IN ALL STYLES FOR ALL PURPOSES



WELDON ROBERTS RUBBER CO. OFFICE & WORKS NEWARK, N.J. U.S.A.

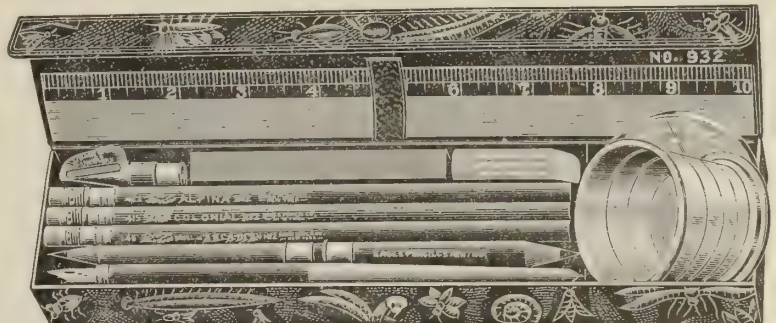


Mr. Premium User:

CHRISTMAS WILL SOON BE HERE. Further delay may mean a big loss to you. Every boy and girl will want this very fine and attractive SCHOLARS' COMPANION, so, why not offer it, or one of our many other Fancy Boxes and Desk Sets, as a PREMIUM to them or their "GROWN-UPS" in return for their co-operation?

Write us RIGHT NOW for illustrated catalogue, samples and prices. We will furnish electrotypes for advertising and circularizing to responsible parties FREE.

Scholars' Companions, Fancy Boxes and Desk Sets that retail at from 15c to \$2.50 each



No. 932

EAGLE PENCIL CO.

377 Broadway, NEW YORK

GET THE BEST! **BLOTTING PAPER**

MANUFACTURED BY

THE EATON-DIKEMAN COMPANY, Lee, Massachusetts, U.S.A.

THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

Magnet

Columbian

Lenox

Arlington

Wavelet

Housatonic

Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER

RECENTLY COPYRIGHTED MUSIC

Only a Button from My Dear Lad's Coat. Words by Craigie Bell. Music by Jack Senour. Empire Music & Travel Club, Limited, Toronto, Ont.

And That's the Way We Love in Old Ireland. Words by Amy Clark. Music by Henry I. Marshall. Jerome H. Remick & Company, New York, N.Y.

Tinkle Bell. Waltz. By E. M. Rosner. Jerome H. Remick & Company, New York, N.Y.

In the Valley of the Nile. Words by Dave Radford. Music by Richard A. Whiting. Jerome H. Remick & Company, New York, N.Y.

Souvenir Waltzes. By E. M. Rosner. (Music.) Jerome H. Remick & Company, New York, N.Y.

You're Just Homesick, That's All. Words by D. A. Esrom. Music by Theodore Morse. Jerome H. Remick & Company, New York, N.Y.

When I Found You. Waltz Song. Words and music by Anita Owen. Jerome H. Remick & Company, New York, N.Y.

The Girl Who Is Yours While You Are Away. Words by S. G. Smith. Music by Frank Eborall. S. G. Smith and Frank Eborall, Toronto, Ont.

Lt.-Col. A. G. Vincent, and Officers of 40th Battalion. C.E.F., Valcartier Camp, Canada, 1915. (Photo.) D. Smith Reid. St. John, New Brunswick.

King George's Men. Words by Jean Blewett. Music by Isabel Putter. Isabel Rutter, Toronto, Ont.

Paganini. A play in Three Acts. By Edward Knoblauch. (Book.) Edward Knoblauch, London, England.

Our Boys at the Front. Words and music by James C. Chaffer. James C. Chaffer, Vancouver, British Columbia.

Our Gallant 36th March. Op. 20. By Angelo Fassio. (Musique.) J. F. Bélair, Montreal.

His Dream of the Golden West. Words and music by Sarah McIntyre. Sarah McIntyre, Vancouver, British Columbia.

Sometimes in Dreams. Words by Gustave Kahn. Music by Theo. H. Northum. The Whitney-Warner Publishing Company, New York.

Love Comes A-Stealing. Words by Gus Kahn. Music by Egbert Van Alstyne. The Whitney-Warner Publishing Company, New York.

I Want to Watch Over You. Words by Alfred Bryan. Music by Albert Gumble. Jerome H. Remick & Company, New York.

Rose of the World. Words by Richard W. Pascoe. Music by Charlotte Blake and Luella Lockwood Moore. Jerome H. Remick & Company, New York.

Y. O. U. Words and music by Wilson McDonald. Wilson McDonald, Victoria, British Columbia.

The Allies' March. By Edwin J. Pull. (Music.) A. Cox & Co., Toronto, Ont.

We're Coming, Mother England. (Music.) Edwin J. Pull, Toronto, Ont.

Le Docteur Epate; ou, La Maladie des Nurses. Par Arthur Tremblay. (Comédie Musicale.) Arthur Tremblay, Quebec, Que.

We're Going Home to Mother. (Song.) Henry Goodchild. St. Lambert, Que.

Oh! La Guerre, ou Les Fils de l'Alsace. (Drama Lyrique.) Arthur Tremblay, Quebec, Que.

Somewhere in France. Words by Arthur Wimperis. Music by Herbert Ivey. Anglo-Canadian Music Publishers' Association, Limited, London, England.

Arbitration. March Two-step. By Abe Losh. Vandersloot Music Publishing Company, Williamsport, Pa.

Sweet Memories. (Reverie.) G. W. Adams. Whitney Warner Publishing Co., New York.

Archie's in the Flying Corps. Words and music by J. C. Fetherstonhaugh. Jane C. Fetherstonhaugh, Toronto, Ont.

Vesper Chimes. Reverie transcription. By Harry J. Lincoln. Vandersloot Music Publishing Company, Williamsport, Pa.

Fall In! Fall In! Music by Fred Shuttleworth. Words by R. McGarrie. Robert McGarrie, Toronto.

The Bars Are Down in Lovers' Lane. Words and music by Clara Kummer. Jerome H. Remick & Co., New York.

A Song of the Gale. Words and music by J. Hayden-Clarendon. Jerome H. Remick & Co., New York.

Canada's Sons, or, A Song of Glorious Deeds. Words by Herbert L. Brewster. Music by Paul S. Duffy. Herbert L. Brewster and Paul S. Duffy, Moncton, N.B.

Eventide. Words by Lena Shackelford Hesselberg. Music by Edouard Hesselberg. Whaley Royce & Company, Toronto, Ont.

Canada, Fall In. Patriotic Recruiting Song. Words and Music by Edward W. Miller. Anglo-Canadian Music Publishers' Association, London, England.

There's a Lonely Little Girl in Honolulu. Words and music by Weston Wilson. Jerome H. Remick & Co., New York.

Dancing the Jelly Roll. Words by Nat Vincent. Music by Herman Paley. Jerome H. Remick & Co., New York.

The Wedding of the Sunshine and the Rose. Words by Stanley Murphy. Music by Albert Gumble.

My Pauline. Lyric by Edward A. Paulton and Adolf Philipp. Music by Jean Briquet and Adolf Philipp. Jerome H. Remick & Co., New York.

The Girl Who Smiles. (Selected.) Compiled and arranged by J. Bodewalt Lampe. (Music.) Jerome H. Remick & Co., New York.

Who is She? Lyric by Edward A. Paulton and Adolf Philipp. Music by Jean Briquet and Adolf Philipp. Jerome H. Remick & Co., New York.

At Last United. Lyric by Edward A. Paulton and Adolf Philipp. Music by Jean Briquet and Adolf Philipp. Jerome H. Remick & Co., New York.

The Girl Who Smiles. (Waltzes.) Compiled and arranged by J. Bodewalt Lampe. Jerome H. Remick & Co., New York.

Oh Dear Marie. Lyric by Edward A. Paulton and Adolf Philipp. Music by Jean Briquet and Adolf Philipp. Jerome H. Remick & Co., New York.

A Dream of a Midsummer's Night. Words and music by N. Fraser Allan, Empire Music & Travel Club, Toronto, Ont.

Toronto Conservatory of Music, Local Examinations in Music, Primary, Pianoforte Grade, Technical Work. (Music.) The Nordheimer Piano & Music Co., Toronto, Ont.

Our England. Words by James G. Newbury, Melody: "My Maryland." Arranged by James G. Newbury. James Garrett Newbury, Coxsack, New York.

Keep Step With Johnny Canuck. Words by Gertrude Cornish Knight. Music by J. H. Horne. Gertrude Cornish Knight, Port Arthur, Ont.

Take Me Back to Old Ontario. Words by Frank E. Falson. Music by J. Heward Gammond. J. H. Gammond, Toronto, Ont.



WINDSOR COMPOSER SCORES A HIT

Morris Manley, composer of the war song, "Good Luck to the Boys of the Allies," lives in Windsor, Ontario, and was formerly a resident of Kingsville, Ontario. He has been successful with several songs, but has scored a decided hit with "Good Luck to the Boys of the Allies."



Made in America by
The Oldest Lead Pencil Factory in America

WHEN we announce that the "Van Dyke" Is the Best pencil we have produced, every stationer knows that it must be, one of exceptional merit.

Fifty years of experience, coupled with the best efforts of our chemical laboratory in the conduct of varied and prolonged experiments to provide what is essential in a lead we would call "our best," have resulted in the "Van Dyke."

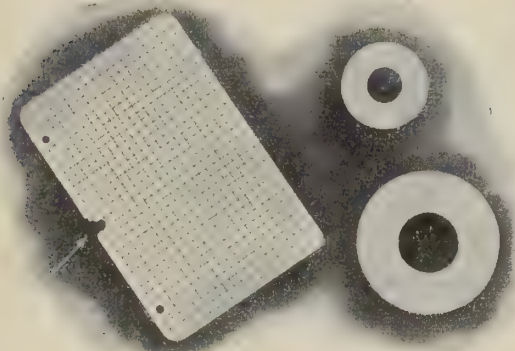
Absolute smoothness, an unvarying texture and a wear-resisting durability—elements so necessary in the ideal drawing lead, have been developed to an unusual extent, and the "Van Dyke" will more than satisfy the most critical of professional and technical users.

No. 600 "Van Dyke" is Hexagon Shape, Yellow Polish, with lead in the following degrees: 6B, 5B, 4B, 3B, 2B, B, HB, F, H, 2H, 3H, 4H, 5H, 6H, 7H. Quality and Accuracy of Degree of Lead Guaranteed.

We shall be glad to submit samples and interesting prices to the trade upon request.

EBERHARD FABER - - - NEW YORK

Every Office Man Will Want a Supply of *B. & P. Muslin Eyelets and Muslin Hinges*



Torn perforations can be quickly and securely repaired by means of these eyelets. They are a necessity in every office; something every office man will appreciate.

B. & P. Empire Muslin Hinges makes punching of sheets unnecessary, thus increasing the amount of surface available for writing purposes. These trouble savers are gummed for instant use with any style of loose leaf binder.

Get a stock of these two office necessities.

Eyelets packed 100 in an envelope, ten envelopes to the box. Also packed 100 in a box—ten boxes in a carton.

Hinges packed 25 in an envelope, forty envelopes in a box.

BOORUM & PEASE LOOSE LEAF CO.

Makers of Standard Loose Leaf Devices

FRONT STREET and HUDSON AVE.

BROOKLYN, N. Y.

SALES ROOMS:

109-111 Leonard St., New York. Republic Bldg., Chicago, Ill. 220 Devonshire St., Boston, Mass. 4000 Laclede Ave., St. Louis, Mo. Canadian Representative: J. G. F. Ansley, 408 Lumsden Building, Toronto, Canada. Stocks of our loose leaf lines are now carried by: Copp, Clark Co., Ltd., Toronto, Canada; McFarlane, Son & Hodgson, Ltd., Montreal, Canada.

TOY PROFIT

There is good profit in a line of Toys—besides, it attracts the family trade and that is the kind that pays.

Successful toymen keep posted on trade happenings, new articles, new ideas of salesmanship and window dressing, where to buy stock, etc.

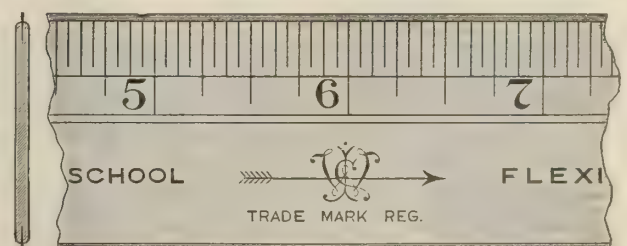
"PLAYTHINGS"

each month has all the news of the toy trade. Subscription price ONE DOLLAR AND FIFTY CENTS a year postpaid.

Subscribe now and join those who are keeping up-to-date and in the swim.

A sample copy free if requested.

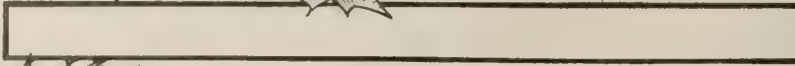
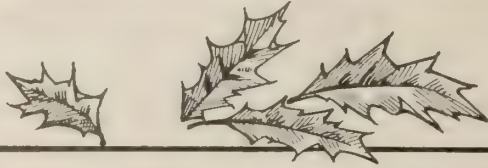
**McCREADY PUBLISHING CO., 118 East 28th Street
NEW YORK**



Patented Dec. 7, 1909

*No. 777 1 1/2 in. wide, and only 1-16 in. thick, 12 inches long. Very flexible, double brass edges, ready for use either side up. Sixteenth scale on one side, millimeter scale on the other. You are overlooking a good one if you do not carry our School Flexible.

WESTCOTT-JEWELL CO., SENECA FALLS, N.Y., U.S.A.
RULER MAKERS EXCLUSIVELY



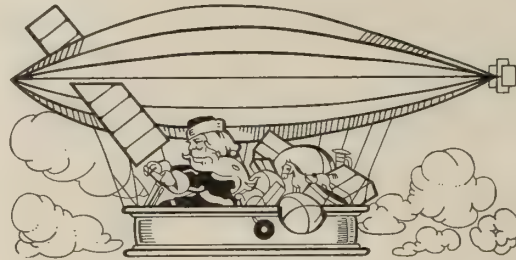
No. 12—75 cents.



No. 13—40 cents.



No. 14—50 cents.



No. 15—50 cents.



No. 16—50 cents.



No. 17—75 cents.

Increase the Value of Xmas Ads.

G. K. Chesterton once wrote goodness knows how much about the appeal of "little pictures." A picture in an advertisement catches the eye—then, if your copy is good, you've got the customer.

Put the Christmas note into advertising by the use of one or more of these illustrations. Advertisements will "pull" better.

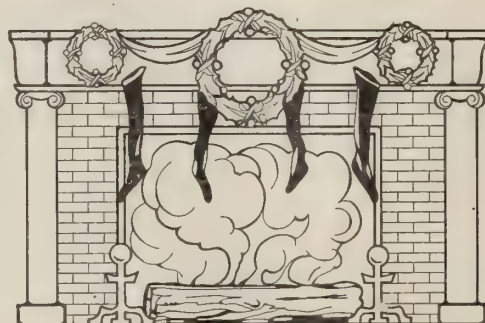
Select the cuts you desire—order by number. Remit the price with your order.

Electros are sent carefully wrapped, postpaid. You can use them this year, next year and the year after. A good investment.

BOOKSELLER AND STATIONER, 143 University Ave., Toronto



No. 18—50 cents.



No. 19—50 cents.



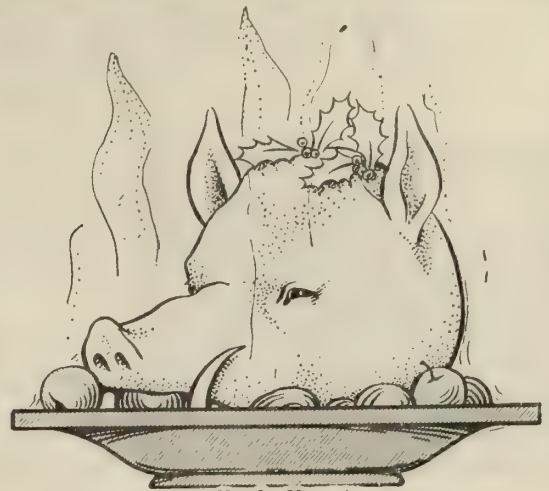
No. 20—50 cents.



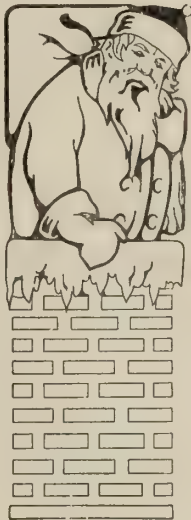
No. 1—60 cents.



No. 2—40 cents.



No. 3—60 cents.



No. 4—50 cents.



No. 5—60 cents.



No. 6—40 cents.

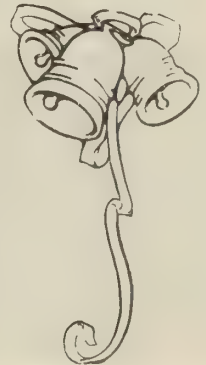
These Cuts For Sale

CHRISTMAS Advertising will be made more attractive and resultful by using one or more of the illustrations on this page.

Electros will be forwarded carefully wrapped, postpaid, on receipt of price noted below each illustration.

If you order all the cuts shown on this page, it means an investment of only \$5.40—and you own the cuts for use in future years. Remit price with order. Order by number.

Bookseller and Stationer, 143 University Ave., Toronto



No. 8—40 cents.



No. 7—40 cents.



No. 9—40 cents.



No. 11—50 cents.

BUYERS' GUIDE



**MADE
IN
CANADA**

ADDING MACHINE ROLLS

More profit for the dealer.
Write us for samples and prices.

MONARCH PAPER CO., Limited
Manufacturers 419 King St. W., Toronto

Your Ad here
would cost you
\$25.00 a year.

LOOSE-LEAF METALS

De Luxe Line Metals are used in every civilized country in the world. We make all kinds. Write for Catalogue No. 32.

WILSON-JONES LOOSE LEAF CO.
CHICAGO NEW YORK

Wycil & Company

85 Fulton Street, New York City

carry a large stock of

**German, French, Spanish
and Italian Grammars**

of the

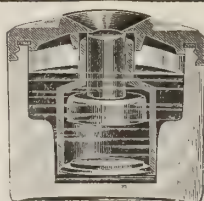
Gaspey-Otto-Sauer Series

Liberal Discounts to the Trade

THEY MAKE MONEY

For the Dealer because they Save Money for the Customer.

Sectional View. Pen, pushing down float in middle, forces fresh ink onto penpoint. Float then closes bottle like a cork. No waste, spill, spatter or blot. Ask for descriptive catalog.



Made in America.
Self-closing Inkstand.

Sengbusch Self-Closing Inkstand Co.
200 Stroh Building, Milwaukee, Wis., U.S.A

ART SUPPLIES.

Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.

BLOTTING PAPERS.

The Albemarle Paper Co., Richmond, Va.
John Dickinson & Co., Montreal.
Dawson & Sons, W. V., Montreal.
Eaton-Dikeman Co., Lee, Mass.
Standard Paper Mfg. Co., Richmond, Va.

BLANK BOOKS.

Boorum & Pease Co., Brooklyn, N.Y.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
National Blank Book Co., Holyoke, Mass.
The Copp, Clark Co., Toronto.

CHRISTMAS AND PICTURE POST CARDS.
Birn Bros., 266 King St. W., Toronto.
Menzies & Co., Toronto.
Packard Bros., 329 Craig St. W., Montreal, Que.
Valentine & Sons, Toronto and Montreal.
Raphael Tuck & Sons Co., Ltd., 9 St. Antoine Street, Montreal.

CODE BOOKS.

The American Code Co., 83 Nassau St., New York.

CRAYONS.

American Crayon Co., Sandusky, Ohio.
Binney & Smith, New York.

EYELETTERING MACHINES

Ideal Specialties Mfg. Corporation, 552 Pearl St., N.Y. City.

ENVELOPES.

Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.

FANCY PAPERS, TISSUES AND BOXES.

Dennison Mfg. Co., Boston.
Menzies & Co., Toronto.
A. R. MacDougall & Co., 266 King St. W., Toronto.

FOUNTAIN PENS.

Arthur A. Waterman Co., Ltd., New York.
Sanford & Bennett Co., 51-53 Maiden Lane, New York.
A. R. MacDougall & Co., 266 King St. W., Toronto.
Paul E. Wirt Co., Brown Bros., Ltd., Toronto, Canadian Agents.

INKS, MUCILAGE AND GUMS.

Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
S. S. Stafford Co., Toronto.
"Gloy," A. R. MacDougall & Co., 266 King St. W., Toronto.
"Glucine," Menzies & Co., Limited, 439 King St. W., Toronto.

INDELIBLE INK.

Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.

INKSTANDS.

The Sengbusch Co., Milwaukee.

LEAD AND COPYING PENCILS.

American Pencil Co., New York.
A. R. MacDougall & Co., 266 King St. W., Toronto.

LOOSE LEAF BOOKS, BINDERS AND HOLDERS.

The Brown Bros., Ltd., Toronto.
Boorum & Pease Co., Brooklyn.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Copp, Clark Co., Toronto.
Luckett Loose Leaf, Limited, 215 Victoria St., Toronto.
National Blank Book Co., Holyoke, Mass.
Rockhill & Victor, 22 Cliff St., New York City.
Smith, Davidson & Wright, Ltd., Vancouver.
Stationers' Loose Leaf Co., 203 Broadway, N.Y., and Milwaukee, Wis.
Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

THE FAULTLESS LINE OF LOOSE LEAF METALS

Most complete line of Ledger, Sectional Post, Solid Post and other Loose Leaf Metals.

On request to-day our Catalog GC and special proposition.

STATIONERS LOOSE LEAF CO.

342 Broadway - Milwaukee, Wis.
203 Broadway - New York City

CARBON PAPERS AND TYPEWRITER RIBBONS

Manufacturers of the highest quality.

It will pay you to give your customers the best.

J. A. HEALE & CO.

96 JOHN STREET NEW YORK

Standard Commercial Works

**CANADIAN CUSTOMS TARIFF
HAND BOOK.** Enlarged and revised to date.Price, \$1.00

MATTE'S INTEREST TABLES at 4 to 10 per cent.Price, \$3.00

MATTE'S INTEREST TABLES at 3 per cent.Price, \$3.00

HUGHES' INTEREST TABLES and book of days combined, at 3 to 8 per cent.Price, \$5.00

HUGHES' SUPPLEMENTARY INTEREST TABLESPrice, \$2.00

HUGHES' INTEREST TABLES at 6 and 7 per cent., on folded card,Price, \$1.00

HUGHES' SAVINGS BANK INTEREST TABLES, at 3 or 3½ per cent., each on separate card.Price, \$1.00

BUCHAN'S STERLING EXCHANGE TABLESPrice, \$4.00

BUCHAN'S STERLING EQUIVALENTS AND EXCHANGE TABLES.Price, \$4.00

BUCHAN'S PAR OF EXCHANGE (Canadian) Mounted on card. Price, 35c

THE IMPORTER'S STERLING ADVANCE TABLES. From 5 to 100 per cent. advancePrice, \$2.00

IMPORT COSTS. A new Advance TablePrice, \$1.50

THE IMPORTER'S GUIDE. Advance TablesPrice, 75c.

A complete catalogue of all the above publications sent free upon application.

Morton, Phillips & Co.

PUBLISHERS

115 Notre Dame St. West MONTREAL

N.B.—The BROWN BROS., Ltd., Toronto, carry a full line of our publications.

BUYERS' GUIDE

LEATHER AND FANCY GOODS.

Brown Bros., Ltd., Toronto.

MAP PUBLISHERS.

Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

METAL PARTS FOR LOOSE LEAF BINDERS.

Wilson-Jones Loose Leaf Company, 3021 Carroll Ave., Chicago; 129 Lafayette St., New York.

NEWS COMPANIES.

Imperial News Co., Montreal, Toronto, Winnipeg.
Toronto News Co.
Montreal News Co.
Winnipeg News Co.

PAPER FASTENERS.

Ideal Specialties Mfg. Corp., 552 Pearl St., New York City.
O.K. Manufacturing Co., Syracuse, N.Y.

PAPETERIES AND WRITING PAPERS.

W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
The Brown Bros., Ltd., Toronto.

STATIONERS' SUNDRIES.

Brown Bros., Ltd., Wholesale Stationers, Toronto.
The Copp, Clark Co., Wholesale Stationers, Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Buntin, Gillies & Co., Hamilton.

STEEL WRITING PENS.

John Heath, 8 St. Bride St., E.C., London.
Hinks, Wells & Co., Birmingham, Eng.
Esterbrook Pen Co., Brown Bros., Ltd., Toronto, Canadian Representatives.
A. R. MacDougall & Co., 266 King St. W., Toronto.

TALLY CARDS, DANCE PROGRAMMES.

Verdier, Ltd., 18 Christopher St., London, E.C.

TYPEWRITER RIBBONS AND CARBONS.

Mittag & Volger, Park Ridge, N.J.
The A. S. Ilustwitt Co., Toronto.
J. A. Heale & Co., 96 John St., New York.

STANDARD COMMERCIAL PUBLICATIONS.

lorton, Phillips & Co., Montreal.

The Copp, Clark Co., Toronto.

Buntin, Gillies & Co., Hamilton.
Eaton, Crane & Pike, Pittsfield, Mass.

A. R. MacDougall & Co., 266 King St. W., Toronto.

PLAYING CARDS.

Goodall's English Playing Cards, A. O. Hurst, Scott St., Toronto.
U. S. Playing Card Co., Cincinnati, O.

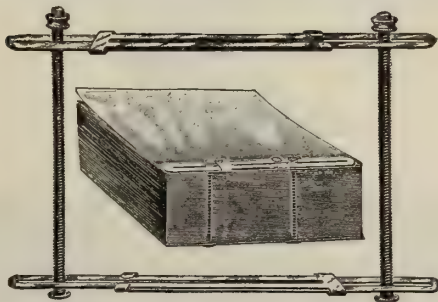
PICTURE POST CARDS.

Dow & Lester, Foresters Hall Place, Clerkewell Rd., London, E.C.
Gilbert Post Card Co., 54 W. Lake St., Chicago.
Birn Bros., 266 King St. W., Toronto.
Valentine & Sons Publishing Co., Montreal.
Raphael Tuck & Sons, Ltd., 9 St. Antoine St., Montreal.
Philip G. Hunt & Co., 332 Balham High Rd., London, Eng.

SHEET MUSIC.

Anglo-Canadian Music Pub. Assn., 144 Victoria St., Toronto.
Hawkes & Harris Co., Toronto.
McKinley Music Co., 1501-15 East Fifty-Fifth St., Chicago.

To everyone who uses a Loose Leaf System you can sell the
"F-B"
Loose Leaf Holder



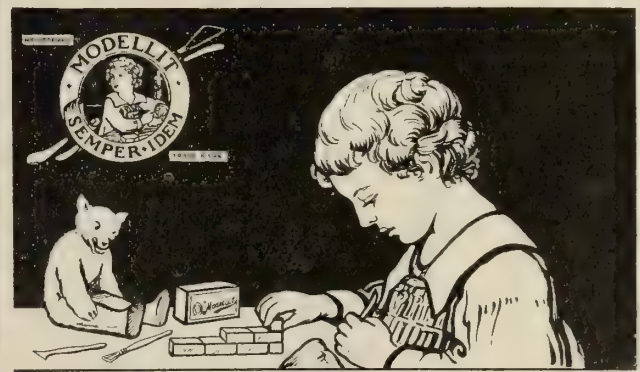
Pat. May 13, 1913

Keeps his old records in permanent form instead of lying around in disorderly bundles.

Permits quick and easy reference. Practical and low-priced. Adjustable to fit any size of paper, or whatever the location of punch holes.

Send to-day for prices and particulars.

ROCKHILL & VIETOR, Sole Agents, Dep't "F-B"
(Branch: 180 N. Market St., Chicago) 22 Cliff St., New York



He is SO Happy Modelling with **MODELLIT**

Every book, toy store and school furnisher in the Dominion should sell

MODELLIT

The Most Cleanly Fictile Antiseptic and Odourless Modelling Medium on the Market

The children's favourite pastime

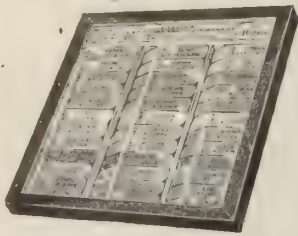
MODELLIT

will attract more customers to your store than any other modelling medium.

Made in Many Beautiful Colours and Put up in Various Sizes of Fancy Boxes and Retills 1 lb. Blocks

Write Us for Samples and Particulars **TO-DAY**
MODELLIT MFG. CO., 19 Brunswick St., Bristol, England
Telegrams: "Modellit, Bristol," England

You can talk across the continent for two cents per word with
a **WANT AD.** in this paper.



Give Your Erasers a Chance to Sell Themselves

Don't coop them up in boxes upon shelves, just to keep them clean and fresh. It's unnecessary.

No dust or dirt will collect upon the contents of a

DIXON'S DUST-PROOF ERASER ASSORTMENT No. 1090

because the container is protected by a thin, transparent window-like cover. The contents are three dozen pencil, ink and combination erasers, in red, white, blue, grey, green colors. Container is 8¼ by 9¼ inches; fitted with easel back attachment, for counter display, as illustrated. Order this new eraser assortment or write for prices and information to the

Joseph Dixon Crucible Co.

JERSEY CITY, N.J.

J-78

The McKinley Edition of Ten-Cent Music

will always hold first-place as an Edition of Standard, Classic and Teaching Music.

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the Teacher, Student and the Accomplished Musician.

It has proved itself, to thousands of dealers, to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means a profit of over 200% to the dealer.

The McKinley Edition (Revised for our Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a "Trade Bringer" is the catalogues bearing the dealers' imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and Particulars to-day.

Also we want you to know our Jobbing Department is one of the largest and most complete in the country. We can take care of your wants for anything in Sheet Music.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House" in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET

Fine Inks and Adhesives

FOR THOSE WHO KNOW



Higgins'

Drawing Inks
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board Paste
Liquid Paste
Office Paste
Vegetable Glue, etc.

Are the finest and best Inks and Adhesives

These manufacturers have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

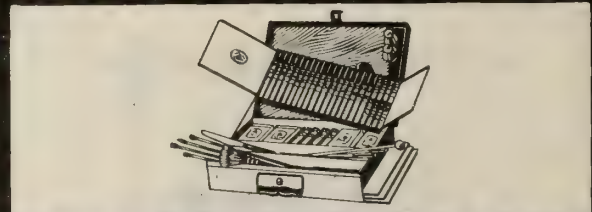
CHAS. M. HIGGINS & CO., Mfrs.

Branches:
Chicago, London



271 Ninth St.
BROOKLYN, N.Y.

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.

A. RAMSAY & SON CO
ESTD. 1842. MONTREAL.

HOLD THE LINE



(Registered)

Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

London (Eng.)
Export Agency,
8 St. Bride St.,
LONDON, E.C.

Supplied by all
the leading
wholesale
houses in
Toronto and
Montreal.

Here's Carter's Cico

The New Liquid Paste

Everywhere Cico is introduced it has gained instant popularity. Your customers have always wanted a paste like this.



No. 724. 5-oz. Jar.

Cico is always ready for instant use and always stays ready. Requires no water and does not have to be "worked." No hard, dry lumps found in Cico.

New 5-oz. desk jar eliminates water-well and gives that much extra paste. Adjustable brush holder prevents sticky fingers and is convenient seal to the jar.

The Carter's Ink Co.

356 St. Antoine St. MONTREAL, CAN.



Each year comes to us the
the new pleasure of repeating
the old wish,

Merry Christmas and A Happy New Year

Eaton, Crane & Pike Co.

Pittsfield, Massachusetts

Toronto Office: 266-268 King St. W.



Registered

Before buying a fresh stock of pens, get samples and prices of the famous

"Rob Roy" Pen

the popular and quick-selling pen.

It is made of fine steel, writes easily and smoothly and suits almost any hand. "Rob Roy" Pens are made in one of the best equipped factories in Birmingham, Eng.—the home of the pen-making industry.

Manufactured by the proprietors:

Hinks, Wells & Co., Birmingham, Eng.

PATRIOTIC SONGS

WE HAVE ALL THE BEST SELLERS

Standard prices, 35c and 40c.

"Somewhere in France," by Herbert Ivey, the most successful of the new English songs

"Carry On"

The Call to Arms
Admiral's Broom

(new version)

Jack Thompson
Frederick Bevan

Heroes and Gentlemen

Popular Price, 15c.

Frank Peskett

We'll Never Let The Old Flag Fall.

50,000 Sold

By Order of The King. New

Soldiers of The King

Leslie Stuart

Call of the Motherland

Ed. W. Miller

Canada, Fall In

Ed. W. Miller

ANGLO-CANADIAN MUSIC CO.

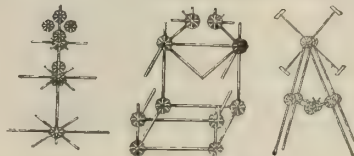
144 VICTORIA STREET

TORONTO, ONTARIO

SELRIGHT



MAKATOY



Hundreds of different designs can be made with this toy

52 pieces, consisting of 12 metal spools and 40 wood construction rods.

Price per dozen, \$2.00

Price per gross, \$21.00

Selchow and Righter Company

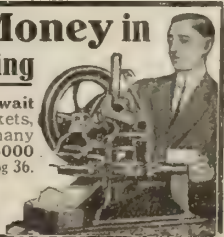
620 Broadway, New York

KINDLY MENTION THIS PAPER WHEN
CORRESPONDING WITH ADVERTISER.

There is Big Money in Automatic Card Printing

The Automatic prints while you wait
Business and Calling Cards, Tickets,
Invitations Announcements & many
others. Prints 100 per minute, 6000
per hour. Write today for our free catalog 36.

S. B. FEUERSTEIN & CO.
542 W. Jackson Blvd., CHICAGO





PLAYING CARDS MADE IN CANADA Bicycle No. 808



Ivory or Air-Cushion Finish.

FOR GENERAL PLAY.

Bicycle quality made Bicycle reputation. We spare no expense to maintain this quality and give players the best popular price card in the world.

Other good grades are '45 Texan, 33 Apollo, etc.

Also makers of the famous 606 CONGRESS Playing Cards—art backs—for Social Play.

Also publishers of the Official Rules of Card Games—Hoyle Up-to-date—a complete book of rules for all Card Games revised each year.

**THE U. S. PLAYING CARD COMPANY,
TORONTO, CANADA.**

WINNING THE BUYER'S FAVOR

THE best possible buyer is not made an actual buyer at a single step. It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word per insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

SALESMAN WITH FIRST-CLASS CONNECTION in three provinces desires high-class line on commission basis for January 1st, 1916. Apply Box 105, Bookseller and Stationer.

BOOKS—ALL OUT OF PRINT BOOKS SUPPLIED no matter on what subject. Write us. We can get you any book ever published. Please state wants. When in England call and see our 50,000 rare books. Baker's Great Book shop, 14-16 John Bright Street, Birmingham, England.

PAYSON'S INDELIBLE INK. TRADE SUPPLIED by all Leading Wholesale Drug Houses in the Dominion. Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.

HOTEL DIRECTORY.

**HALIFAX HOTEL
HALIFAX, N.S.**

ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY
Assistees, Chartered Accountants, Estate and
Fire Insurance Agents.
154 Toronto St. 52 Can. Life Bldg.
Toronto Montreal

TICKET and CONDUCTOR PUNCHES

THE BEST MADE
THE FRED J. MEYERS MFG. CO., Hamilton, Ohio, U.S.A.



When answering an advertisement in this paper
tell the advertiser where you saw it.

We couldn't improve the carbon, so we improved the box



Finding it impossible to improve the quality of our Carbon Paper, which is as perfect as human ingenuity could possibly make it, we decided the only way we could enhance its value was to improve the box. This we have done, and believe the new box will impress you and your customers by its beauty and practicability.

Our lines are absolutely guaranteed against deterioration. Stock them for your own and your customers' satisfaction.

**The
Quality Carbon**
The Best Produced
in the World

MITTAG & VOLGER, Inc.

Principal Offices and Factories: PARK RIDGE, N.J., U.S.A.

BRANCHES

NEW YORK, N.Y., 261 Broadway

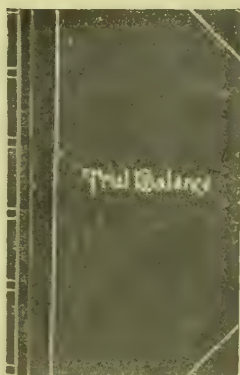
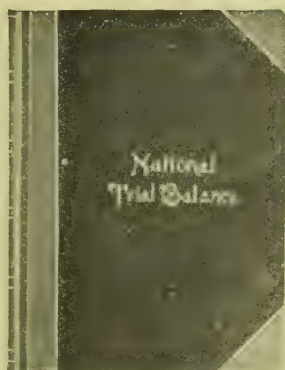
CHICAGO, ILL., 205 West Monroe Street

LONDON, 7 and 8 Dyers Building, Holborn, E.C.

AGENCIES IN EVERY PART OF THE WORLD; IN EVERY CITY OF PROMINENCE

NATIONAL

TRIAL BALANCE BOOKS



Well Known and Widely Used

NATIONAL Trial Balance Books have the cut leaf and extension recapitulation sheets. They range from 500 to 5,000 names. 3,000 name books, and upward, have spring backs. Bound with Russia back and corners, black cloth sides. They contain heavy Yorkshire Paper, with green-tinted edges. Wrapped singly.

Prepare for end-of-the-year business on this National necessity. See National Catalog 22.

NATIONAL BLANK BOOK CO.

HOLYOKE, MASS., U. S. A.

Stafford's Inks

**Mucilages and Paste
are Made in Canada**

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

BOOKSELLER AND STATIONER



Hamilton, December 1, 1915

Mr. Dealer,

We have tried to provide for the last-minute needs in Christmas Stationery. Our assortment is still unbroken, and we can guarantee prompt shipment of all letter, telegraph and telephone orders.

Please look over your stock of Papeteries, Greeting Cards, Postcards, Tags, Labels, Seals, Tinsel Cord, Holly Wrapping, Crepe Tissue, Colored Tissue, Playing Cards, Gummed Holly Ribbon, Photograph and Postcard Albums, Loose Leaf Memo Books and Parker Pens.

Yours for a "Bumper" Xmas trade,

BUNTIN, GILLIES & CO., LIMITED



TRADE-MARK

(It means
"Made-in-Canada")



